



COLLECTING MARKET INFORMATION ON GOODS AND SERVICES

蒐集消費品和服務業的市場資訊

The Council collects and analyses market information concerning services and trades that impact on the everyday life of consumers, enabling consumers to compare and spend wisely. Information and opinions are tracked on a regular and systematic basis in order to monitor long-term trends and identify any issues of concern.

消委會蒐集並分析與消費者日常生活息息相關的市場資訊，協助消費者作出精明的比較及決定。相關資訊是定時和有系統地搜集，務求可監察長遠趨勢及辨識需要關注的問題。

Topics of Market Surveillance

During the year, market surveillance was carried out on a wide range of market sectors and commodities, including supermarket prices, supermarket price labelling, laundry services, textbook prices and travel related services. Consumers were informed of the choices available and quality of the services provided⁹.

Groceries

Annual Supermarket Price Survey

In the year under review, the Council continued its annual supermarket price survey on scan data of a basket of 200 top-selling items of commodities sold in three major supermarket chains. Compared with 2012, the aggregate average price of the basket increased by 0.9% in 2013. Among the 12 categories of products, eight recorded an upward trend with aggregate average increases ranging from 0.04% to 6.8%. Prepacked bread/cake and dairy products/eggs recorded the most significant increases of 6.8% and 4.6% respectively, exceeding the 2013 Composite Consumer Price Index of 4.3%. Prices for the four remaining categories were down, ranging from -0.1% to -1.2%.

In the sub-categories, analysis showed more than half (25 out of 42) increased in price from 0.4% to 11%; the one product group with double-digit increase was prepacked cake (11%). Other product groups with notable price increases were cheese (7.5%), ice cream (6.9%), juice/juice drinks (6.2%), yoghurt/yoghurt drinks (6.2%). On the other hand, 16 product groups were down in average price from 0.1% to 4.5%, notably, infant diapers (-4.5%), soya drinks (-3.8%), beer (-3.6%), shampoo (-3.5%), children and adult milk powder (-3.2%). Prepacked soup was the only product group remained unchanged in price.

市場調查焦點

年內，本會對廣泛類別的行業及貨品進行市場監測，當中包括超市價格、超市價格標示、洗衣服務、教科書價格和旅遊相關服務等。蒐集的資訊有助消費者知悉市場所提供的選擇及瞭解有關服務的質素⁹。

雜貨

年度超市價格調查

年內發表的超市價格報告，本會繼續涵蓋三間主要大型超市200項較受歡迎貨品的掃描數據。與2012年比較，一籃子貨品的總平均售價在2013年上升了0.9%，在12大類貨品中，8類貨品在同期錄得升幅由0.04%至6.8%，以包裝麵包/蛋糕和奶類食品/雞蛋類貨品的升幅較大，分別錄得6.8%和4.6%，升幅均超過2013年綜合消費物價指數的4.3%；餘下4類貨品則下跌-0.1%至-1.2%。

在42項貨品組別中，有過半數(25組)的總平均售價上升，升幅介乎0.4%至11%，當中只有包裝蛋糕組別貨品的平均售價錄得雙位數(11%)升幅。其他有較顯著升幅的組別貨品包括：芝士(7.5%)、雪糕(6.9%)、果汁/果汁飲品(6.2%)、乳酪/乳酸飲品(6.2%)。另一方面，有16項貨品組別的總平均售價錄得跌幅，由0.1%至4.5%，有較顯著跌幅的貨品包括：嬰兒尿片(-4.5%)、豆奶(-3.8%)、啤酒(-3.6%)、洗髮水(-3.5%)、兒童及成人奶粉(-3.2%)。罐裝/紙包濃湯是唯一總平均售價不變的貨品組別。

⁹ See Appendix 9 for the lists of surveys and service study reports published during 2014-15.
2014-15年公布的調查及服務研究報告一覽表見附錄九。



Supermarket Price Labelling

The Council study revealed that the problem of displayed prices on the shelves at variance with scanned prices at the checkout was not uncommon. In a total of 21 purchases on 252 discounted items from five supermarket chain outlets, price variance was detected in nearly 60% of these transactions. In the majority of those cases, they were found to charge more, ranging from HK\$0.4 to HK\$9.1, or 4.2% to as high as 90%. Such price discrepancy was often unknown to the consumers, could seriously undermine the consumers' right to an informed choice.

Price discount is a frequent tactic deployed by supermarkets to promote sales. An examination of price tags of major chains revealed a common price labelling practice known as 'strike through price' – a strike through line to cross out the higher price on the price tag without specification of what it is. Such price labelling practice was unclear and confusing to consumers who could only assume that the higher price was the original price prior to discount. The Council further examined the price tags of 12 specific items in three retail outlets for 31 consecutive days. It discovered that one retail outlet did not sell any survey items at the 'strike through price' within the month.

Supermarket Price Watch

The Council has been collecting and displaying daily prices of products from five on-line food stores/supermarkets. The efficiency of the Council's Supermarket Price Watch website has been enhanced allowing the number of items monitored by the website to be raised from about 1,650 in February 2014 to about 1,850 in March 2015. New categories like bread flour, pet food and frozen seafood were added. The monthly average number of page views of the website was more than 147,000, representing a threefold increase since its launch in 2008.

Laundry Services

Laundry Services and Clothing Care Labelling

Some 300 complaints on laundry services were brought to the Council each year for resolution. The laundry care industry attributed disputes largely to incorrect or misleading care labels on garments. A study was conducted on the common practices of local laundry services and regulations overseas on care labelling.

A majority of the laundry shops solely provide customer service and subcontract orders to laundry factories. Laundry shops broadly define their services as dry cleaning, wet cleaning, and wash-n-fold on the price list. However limited information is given as to what exactly would be provided under each service. The laundry factory screens each fabric and exercises its discretion on the mode of cleaning service. Under the current practice, unnecessary disputes may arise if the factory makes its own judgement to provide service which deviates from what the customer has explicitly requested.

The Council suggested that some form of regulation on care labelling, with reference to successful overseas experiences be

超市價格標示

本會調查發現，超市貨架上的標價與結帳時的掃描價格不符，情況並非罕見。本會於五家連鎖超市店舖購買共252件「減價貨品」，交易共21次，在近60%交易中發現價格差異的問題。大多數情況是多收取金額由港幣0.4元至9.1元，幅度4.2%至高達90%。消費者往往對價格誤差的情況一無所知，會嚴重損害他們作出知情選擇的權利。

減價是超市常用的促銷手法。檢視本港主要連鎖超市集團的價格標示牌，本會發現超市常採用「刪除價格」的標示價格手法，即以刪除線劃過價錢牌上較高的售價，惟沒有明確說明「刪除價格」的性質。這類標示價格的做法混亂不清，消費者只能假設較高的價格為折扣前的原價。本會在3間店舖連續31日觀察12款指定貨品的價格標示，發覺有1間店舖在該月內未曾以「刪除價格」出售被調查貨品的任何一款。

網上價格一覽通

本會繼續每天收集和展示五間網上食品店/超市部分貨品的價格，為提高「網上價格一覽通」網站的效率，監察貨品數目由2014年2月的約1,650件增加至2015年3月約1,850件，並新增貨品種類如麵包麵粉、寵物食品及急凍海產等。網站現時的每月平均瀏覽頁次超過147,000，約等於網站於2008年成立初期的三倍。

洗衣服務

洗衣服務及衣物護理標籤

本會每年接獲約300宗與洗衣相關的投訴，洗衣業界指大部分爭拗都源於衣物標示了錯誤或具誤導性的護理標籤。因此本會就本地洗衣業常見的營商手法及外國對衣物護理標籤的規管制度進行了研究。

大部分洗衣店純粹提供顧客服務，衣物洗濯都外判至洗衣工場處理。洗衣店於價目表上，將服務廣義地歸納為乾洗、濕洗和磅洗，而未有針對各類服務提供具體資料。在洗衣工場，衣物交由有經驗員工分類和決定洗濯方法。在現行營運模式下，若洗衣工場自行決定提供的服務與消費者在洗衣店指明的方式有所不同，則有機會產生不必要的爭拗。

本會建議香港應參考外國的成功經驗，積極考慮引入衣物護理標籤的規管制度。衣物護理標籤的強制性標準能有效讓消費者及洗衣從業員知道



considered. A mandatory care labelling standard was shown to be effective in informing consumers and launderers of appropriate cleaning methods applied to garments, thus extending the useful life of a product, allowing a consumer to be fully informed about the potential maintenance costs at the time of purchase, and keeping down the level of consumer complaints related to garment care.

Textbooks

Textbook Price Survey

For many years, the Council has been conducting textbook price survey. The result has been useful reference for stakeholders. The average increase in textbook prices was 3.7% in 2014. It was lower than the rate of increase of the composite Consumer Price Index (CPI) of 4.4% (for the 12 months ended May 2014 over the corresponding period of last year).

Out of the 586 commonly used textbooks surveyed, 568 had their prices increased from 0.5% to 5.6%; 18 remained unchanged; while none recorded price decrease. By subject, senior secondary Chemistry, senior secondary Combined Science and junior secondary Geography were among the top 10% textbooks at the high end of price increase.

The same average price increase of 3.7% was recorded for both primary and secondary school textbooks. The former rose 0.5% while the latter dropped 0.1% from the previous year.

Textbook Expenditure Survey

The Council recorded an average increase of 0.6% compared with the previous year on textbook expenditure, after surveying 51 secondary schools across Hong Kong. The expenditure amounted to an average of HK\$2,405 for secondary students. Textbook expenditure for the primary sector based on 54 primary schools surveyed rose 3.2% on average, amounting to an average sum of HK\$2,385 this year.

The survey was conducted with the help of the Education Bureau. It showed that the rise in textbook expenditures in both primary and secondary sectors was lower than the latest composite CPI of 4.1% in Hong Kong. The moderate increase in secondary textbook expenditure was attributed to the fact that the number of required textbooks was reduced because the number of electives which students have to take dropped from three to two as indicated by most secondary schools in the survey; the use of learning materials prepared by schools became more common this year; the discount offered by bookstores remained largely unchanged at 5% for the secondary sector. For the primary sector, the discount offered in many cases was reduced by 1% to 5%.

Textbook Revision Survey

A revised textbook will make the one in use obsolete necessitating the purchase of the new revised edition, adding to the already heavy burden of parents on textbook spending. On this premise, the Council conducts the Textbook Revision Survey annually by enlisting the support of professional education experts as panelists to examine whether editorial changes made (including changes in

正確的洗濯方法，有助延長衣物的使用壽命，也讓消費者在選購時充分瞭解護理衣物的潛在費用，亦可減少消費者在衣物護理方面的投訴。

教科書

教科書價格調查

本會多年來均會進行教科書價格調查，調查結果成為持份者的參考資料。2014年的教科書價格平均上升3.7%，比綜合消費物價指數（4.4%）（以截至2014年5月止的12個月的平均數與上一年同期的平均數比較）稍低。

本年的調查涵蓋586本廣用書，568本的價格上升0.5%至5.6%。18本課本凍結價格，調查中並沒有廣用書錄得跌幅。以科目而言，升幅最高的首10%書目有高中化學、高中組合科學及初中地理。

小學及中學的教科書價格均錄得平均3.7%的升幅，前者較去年上升0.5%，後者則下跌0.1%。

教科書購書費調查

本會調查了51間中學的年度教科書購書費，購書費平均比去年微升0.6%，平均每名中學生的購書費為港幣2,405元。另一方面，小學購書費調查涵蓋了54間小學，發現小學生的平均購書費較去年上升3.2%，平均每名小學生的購書費為港幣2,385元。

調查獲得教育局的協助，發現中小學的平均購書費升幅，均低於政府最新公布之綜合消費物價指數4.1%。中學教科書購書費的升幅放緩，可歸因於選修科目的數量普遍由三科減至兩科；並且今年由學校自行編訂教材更為普遍；書局給予中學教科書的折扣基本不變，維持在95折的水平，但給予小學教科書的折扣，許多都較去年為低，錄得1%至5%的減幅。

教科書改版

教科書改版後，舊版難以重用，學生需要購入新書，在沉重教科書的支出之下，進一步加重家長的負擔。有見及此，消委會每年都進行教科書改版調查，根據由教育專家組成的評審團，審查改

content, sequence of chapters, and layout and design) as found in the sampled revised textbooks are necessary for effective teaching and learning.

The survey this year covered five sets of 13 volumes of senior secondary class textbooks comprising Liberal Studies, Chinese History, Chemistry and Business, Accounting and Financial Studies. Survey result showed that out of the 13 volumes, only one volume was judged to be necessary for revision, the proportion was the lowest in five years. The remainders were, however, not considered totally warranted in their revision.

Travel Services

Package Tour Consumer Experience

The Council collected opinions of 2,514 tour members upon their return to the Hong Kong International Airport from package tours abroad during the Chinese New Year. A similar survey was conducted ten years ago. Overall, the quality of service remained rather stable over the ten year period between 2004 and 2014, with slight improvement in some areas. In particular, the incidence of tour cancellation or change requiring tour members to switch to other tours or change the departure date on the grounds of purportedly insufficient enrolment or unavailability of plane seats had declined from 5% to 3%. Also, fewer respondents (from 0.9% to 0.5%) reported the demand for additional fees and charges by the tour operators after payment of tour prices in part or in full.

Nearly 70% of the respondents duly paid the exact amount of service charge recommended by the travel agents. 75% of them considered the amount to be reasonable, while 7% of them thought otherwise. They resented the compulsory nature as well as the high level of charge set for tipping without regard to the quality of service of tour escorts and guides. Other areas of unfavourable comments from tour respondents included the time spent on shopping activities being alleged as too much; optional programmes at additional fees arranged during the tour; and meals lacking in variety, quantity and quality.

The Council opined that travel agents should draw attention of tour members to the voluntary nature of service charge which was set at the upper limit and as a recommendation for reference only. It should be up to the consumers to decide whether or not to tip or how much to tip. Such practice would encourage an improvement in the standard of service.

動(包括內容改動、章節遷移及版面/設計變動)及評估有關的改動是否必須及是否能為教與學帶來更大成效。

本年度的調查檢視了5套共13冊高中用書,當中包括通識教育科、中國歷史科、化學科及企業、會計與財務概論科的教科書。調查發現在13冊教科書中,只有一冊被評定為有需要改版,比率是過去五年的調查中最低。其餘樣本則被評為沒有充足理據進行改版。

旅遊

參加外遊旅行團的經驗

本會在農曆新年期間,於香港國際機場訪問了2,514名參加完外遊旅行團抵港旅客的意見,同類調查曾於十年前進行。2004年至2014年十年間,消費者對旅行團服務質素的評分大致相若,但在某些方面顯示略有改善,特別是出現取消旅行團或以「不成團」或「無機位」為理由而要求參團者改團或出發日期等情況的比率由5%下跌至3%。另外,少了受訪者(由0.9%下降至0.5%)表示旅行社曾在其支付訂金或尾數後臨時增收費用。

近七成受訪者依足旅行社建議的金額支付服務費,當中有七成五認為小費金額合理,但亦有7%受訪者表示小費金額不合理。他們不滿須按規定支付小費,其定額也過高,並未與領隊或導遊的服務質素掛鉤。受訪者表示的其他不滿包括:購物時間太長;旅遊期間加插自費活動;膳食種類少、分量少、質素欠佳。

本會認為旅行社應提醒參團者服務費的支付屬自願性質,所訂金額乃建議之上限及僅供參考;因此應讓消費者自行決定是否支付小費,以及支付的金額,相信此舉有助提升服務質素。





Budget Airline Services

The growth in budget airline services in recent years brought with it an upsurge of consumer complaints to the Council. Top on the list of consumer dissatisfaction concerned price disputes. Equally significant was the level of consumer dissatisfaction concerning flight delay, cancellation and service quality.

To enhance consumer awareness, the Council conducted a market survey on the Hong Kong Low Cost Carrier (LCC) industry focusing on airline service charge and liability based on ten LCCs which together share around 90% of the total passenger traffic in the Hong Kong LCC market. Result of the study showed that the business proposition between LCCs and the traditional full service carriers (FSCs) are vastly different in nature as LCCs adopt a service-by-item pricing approach. Unlike FSCs, a LCC ticket covers only the flight and carry-on baggage service. Other services such as checked-in baggage and in-flight services including food and beverages and entertainment facilities are deemed to be paid items.

In the event of flight delay, cancellation, damaged or missing baggage, the Montreal Convention stipulates that under non-extraordinary circumstances (such as technical faults) which are within airline's control, air carriers have the obligation to compensate or render assistance to passengers. Although the findings showed that while most LCCs were in compliance they had satisfied only the minimum requirements under the international conventions.

Noting the distinct expectation gaps between the service level of the LCCs and the demand from consumers, practical tips were offered to consumers to consider before placing their orders. The Council also urged the industry to improve their quality of customer service and communication with passengers especially in changing flight schedules.

廉航服務

近年廉航業務不斷增長，本會所接獲的投訴也隨之上升。在眾多投訴中，令消費者最不滿的為價錢上的爭拗，其次為航班延誤或取消，與及服務質素。

有見及此，本會就廉航服務業務進行市場研究，向10間共佔本地廉航市場約九成客運量的廉價航空公司，在服務收費及遇事時的責任問題進行調查。研究結果顯示廉航與傳統全服務模式的航空公司的營運模式有很大分別，主因是由於現時大多數廉航提供的服務均是採用「用者自付」的概念，即票價只包括機位和免費攜帶限量的手提行李，其他附加服務包括托運行李、航班上的服務如膳食以及機上娛樂等均為收費項目。

當發生航班延誤或取消、行李損壞或遺失時，《蒙特利爾公約》規定航空公司在非異常情況(例如技術故障)下未能履行運輸責任時必須向乘客提供賠償或協助。而調查的廉航雖符合國際公約要求，但它們大多只符合了《公約》內的最低賠償規定。

鑑於廉航所提供的服務水平，與消費者所需求的服務質素存在期望上的差異，本會特於報告內為消費者提供購買前的實用貼士。本會亦提醒業界須提高服務質素，特別是於航班行程有變動時，改善與乘客的溝通。

