Prifysgol Cymru
Y Drindod Dewi Sant
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APPENDIX GA36d

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	**Warren Kwok Fai Ng**	**Student ID number:**	**1818883**
Programme:	**DBA**		
Module:	**Quantitative Research Methods**		
Module code:	**SBPD7010**	**Contribution to Overall Module Assessment (%):**	**100%**
Lecturer:	**Dr Andrew Chan**	**Internal Verifier:**	
Assignment Title:	**Project report, reflection and in-class test**	**Word count (or equivalent):**	**Project report: 3500** **Reflection: 1000**
Submission deadline:	**30 April 2020**	**Return date of provisional marks & written feedback:**	**1 June 2020**
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) **Alternative submission method (if applicable):** **Late submission of the assessment will result in a late penalty mark.** Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

REFLECTION

Introduction

From this course, it should be said that the advantages of research are deeply understanding of the subject, discover important things connected to the topic of research, and find out the fallacies that exist related to the topic of research. On the other hand, the disadvantages of research are the truthfulness of the participants, confidentiality of the issue, and the degree of bias of the researcher. Lack of standardization in the research process is another challenge for the researcher. During the course, there is every reason to be concerned about business research aims to develop knowledge that benefits business and the broader society for the ultimate purpose of creating a better world. In fact, the managers need accurate information for decision making. The researcher also learns much deeper into the significance of the statistics. The statistical knowledge helps the researcher in choosing the appropriate methods in data collection, and data analysis during research

Literature Review

It is very important to identify concepts and constructs correctly. The concept of the theory of planned behavior was applied in the project. This theory was all new to the researcher, a lot of literature review had to be done to gain an in-depth idea. The theory looked easy but still not clear in some aspects. The researcher has to state the relationships among the variables and formulate hypotheses. It is worth exploring the concepts and constructs are the most important element in research. It is the backbone of research. It helps to communicate with others. The researcher spent the time to do a lot of literature review prior to setting up the constructs. It was quite time-consumed, however, the more literature had been reviewed, the understanding of the theory would be more clear. After review adequate literature, The researcher gained the broad idea of the concept, then developed a conceptual model with the extended elements on top of the theory of planned behavior. Besides the constructs and correlation the literature mentioned, the research had to look for something new to incorporate into the conceptual model, this was another difficult area. The next step was to develop the hypotheses for analysis based on the constructs. This is not hard once the researcher had a clear view of the theory concept.

Measurement/ Scale Development

The measurement scales were adapted with reference from the previous studies (Wang, S. et al., 2014; Lai, I.K.W. et al., 2015; Moons, I. and Pelsmacker, P.D. 2015). A two-section questionnaire was designed based on the theory of planned behavior. The first section is the general background of the respondents. The second section consists of 21 items for the five constructs (consumers'

attitude, subjective norm, perceived behavioral control, behavioral intention, environmental concen, and moral consciousness). The researcher sets up the questionnaire in accordance with the best practices, focuses on all aspects of the survey instrument, including questions, test, and scale. It needs to be recognized that it is rather important because all of these can play a significant role in determining whether the data is positive, bias, or skewed anyway. It should be said that the ultimate goal of the research is to collect valid data for further analysis. The setting of the survey question is one of the biggest risks when doing research. The researcher has to make sure the questions are easy to understand so that the data collected is reliable and trustworthy. On the contrary, inappropriate survey questions may lead to misleading, consequently, data collected may be lower in quality or even unuseful. To collect the information from the respondents more smoothly, the researcher must follow some guidelines, such as simple language, short questions, single-focused questions, non-leading questions, and free from ambiguous wording.

A 5-point Likert-Type scale was adopted in the questionnaire, scaling from 1 (for strongly agree) to 5 (for strongly disagree). There is every reason to be concern about the rating level inconsistency, however, the literature suggests that a five-point scale appears to be less confusing and to increase the response rate (Babakus and Mangold, 1992; Bouranta, N., Chitiris, L., & Paravantis, J. 2009). It was suggested as one of the most reliable ways to measure the opinions, attitudes, and behavior of a person towards a particular product or service. In fact, the Likert-Type scale is quite easy to use, the researcher can quantify the feeling for statistical analysis much easier, such as degree of happiness. Further, the questionnaire was test ran prior to the launch of the survey to pre-check the reliability of the scale. The data were interpreted with SPSS which is a new piece of software for the researcher. It takes time to get familiar with the software, however, it is easy to use once you get known of the procedure. Since sufficient reliability of the scale was reached, the questionnaire was then launched to the public. The researcher used Google Form to publish the questionnaire online, which is a quick and easy way, time constraints are eliminated. Indeed, there are some problems with the online survey. Sometimes respondents have different interpretation of the questions and did not answer the question properly. It is worth exploring face-to-face surveys can gather more meaningful information and clear feedback from respondents.

Sampling

Due to the limited time, the researcher uses non-probability sampling for research. Purposive sampling, snowball sampling, and expert sampling is used. A major advantage of non-probability sampling is that time effective and easy to use. It can also be used when you have only a very small population to work with. However, the disadvantage of non-probability sampling is that it is

impossible to know how well people are representing the population. It needs to be recognized that it is easy to handle with the non-probability sampling.

Conclusion

It should be said that a survey is a very useful tool that allows analysts to gain a better understanding of the issues. Having this information in hand allows the market to build better and useful products. In certain situations, it is difficult to get people to respond. It is worth exploring authoring a comprehensive, concise, neutral, and unbiased survey instrument is quite an art.

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