

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically.

The University follows the OECD Frascati manual definition of **research activity**: “creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications”. As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the “principal researcher”.

This form must be completed and approved prior to undertaking any research activity.

SECTION A: About You (Principal Researcher)

1	Full Name:	Sheak Raisha Anjum Asha
2	Student Number:	2503888
3	Email address:	2503888@student.uwtsd.ac.uk
4	Programme of Study:	MBA International Business
5	Supervisor:	Amir Homayounfard

SECTION B: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.		
1	UWTSD Research Ethics & Integrity Code of Practice		☒
2	UWTSD Research Data Management Policy		☒
3	UWTSD Academic Integrity and Ethical Use of AI Guidance		☒
4	Market Research Society (MRS) Code of Conduct (2023) and the UK GDPR / Data Protection Act 2018		☒

SECTION C: Details of Research Activity

1	Indicative title:	The Role of CSR in Influencing Consumer Willingness to Pay a Premium for Sustainable Products in the UK		
2	Proposed start date:	17 July 2026	Proposed end date:	25 September 2026
	Introduction to the Research (maximum 300 words in each section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the three points below: • <i>Purpose of Research Activity</i> • <i>Proposed Research Question</i>			

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	• <i>Aims of Research Activity</i> • <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain • <i>What the research activity will add to the body of knowledge</i> • <i>How it addresses an area of importance.</i>
3	Purpose of Research Activity There is an increasing marketing push in the UK to make many products more socially and environmentally responsible, and it is also often the case that products that are more sustainable are more expensive than their less sustainable counterparts. Repeat surveys have found that most consumers are willing to pay more for these products but often do not. The aim of this research work is to find out if, and what conditions, a company's corporate social responsibility (CSR) can, indeed, influence UK consumers to pay a price premium for sustainable products rather than just indicate their approval of the company. The study examines two aspects in particular that might help to account for the gap between what people say and do. First, there is the green trust: consumer trust that a company's environmental statements are truthful. The second one is the perceived greenwashing – the belief that a company is over-claiming or making up its environmental claims. The research investigates whether green trust enhances the impact of CSR on willingness to pay, and whether the impact of greenwashing decreases this impact. The activity is a brief anonymous online questionnaire that is completed voluntarily by adults in the UK who purchase consumer products. Sensitive personal information is not collected, and vulnerable groups are not involved. The results will provide UK businesses and marketers with insights into the types of responsible business practice and communication that are truly effective in driving sustainable pricing, and which are merely generating goodwill which is not influencing purchase decisions.
4	Research Question RQ1: To what extent do consumer perceptions of CSR influence willingness to pay a premium for sustainable products in the UK? RQ2: How do green trust and perceived greenwashing shape the relationship between CSR and willingness to pay a premium?
5	Aims of Research Activity Number your aims and link them to your objectives Aim: This study aims to examine the role of corporate social responsibility in influencing consumer willingness to pay a premium for sustainable products in the UK. This single overarching aim is delivered through the four objectives listed in the box below: Objective 1 addresses the direct CSR–willingness to pay relationship (RQ1); Objectives 2 and 3 address the explanatory mechanisms of green trust and perceived greenwashing (RQ2); and Objective 4 converts the findings into practical recommendations for UK firms.
6	Objectives of Research Activity 1. To evaluate the extent to which consumers' perceptions of CSR influence their willingness to pay a premium for sustainable products in the UK (linked to Aim 1, RQ1). 2. To examine the mediating role of green trust in the relationship between perceived CSR and willingness to pay a premium (linked to Aim 1, RQ2). 3. To assess the moderating effect of perceived greenwashing on the relationship between CSR and willingness to pay a premium (linked to Aim 1, RQ2). 4. To recommend evidence-based CSR communication and pricing strategies for UK firms marketing sustainable products (linked to Aim 1).
	Proposed data collection methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity to collect data, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here but should instead describe how you intend to collect the data necessary for you to complete your project.
7	This should describe how you intend to collect data. It should not include a discussion of the theoretical basis for your data collection methods. Please note, that if you intend to collect any

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audio/video recordings of interviews with participants then these will be classified as Personal Data under GDPR/DPA2018. If you intend to use these then note this in section H.

Data will be gathered using one, self-administered, online questionnaire on Google Forms. There will be no interviews, focus groups, diaries, observation or audio/video recording, only this data collection method.

The questionnaire will begin with an information page and consent statement. The questions will be accessible to the respondents only after they confirm that they are aged 18 and older, they live in the UK and they agree to participate. It will take about 8-10 minutes.

The survey consists of three parts. Part 1 collects non-identifying demographic and background information (age band, gender, region of the UK, broad income band and how often the respondent buys sustainable products). The four constructs of the study (perceived CSR, green trust, perceived greenwashing and willingness to pay a premium) are measured by validated multi-item five-point Likert scales adapted from previous studies (e.g., Nazarenko and Saleh, 2024; Borah et al., 2024). Part 3 requires respondents to select a value on a 11-point scale of how much they would be willing to pay for a sustainable version of a common, everyday product. All questions will be optional, meaning that the respondents can leave out any of the questions if they do not wish to respond to them.

A pilot test will be conducted on a small sample of respondents (about 8 to 10) prior to distribution to test the clarity of the wording and ensure that the instrument is completed in a timely manner and is internally consistent. Responses from pilots will not be part of the final data set to be used for refinement of words.

The link to the questionnaire will be shared in the researcher's social media and professional networks (LinkedIn, Facebook and WhatsApp groups) and asked to be shared with other eligible adults (snowball sampling). The number of usable responses is aimed to be around 80-100 for planned correlation, multiple regression, mediation and moderation analyses.

Personal details, such as name, e-mail address, telephone number or other direct identifiers will NOT be solicited. Google Forms will be set up to not collect email addresses or IP addresses of the person completing them, and there will be no sign-up required. Responses will be exported to a password-protected spreadsheet and analysed as follows: descriptive data, Cronbach's α for reliability, correlation, multiple regression, mediation and moderation analyses (Hayes PROCESS) with bootstrapped confidence intervals.

SECTION D: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☒	☐
2	Use of interviews?	☐	☒
3	Use of focus groups?	☐	☒
4	Use of participant diaries?	☐	☒
5	Use of video or audio recording?	☐	☒
6	Use of computer-generated log files?	☐	☒
7	Participant observation with their knowledge?	☐	☒
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒

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15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☒
	Details of any other primary data collection method: N/A – no other primary data collection method will be used. The online questionnaire described in Section C is the only research instrument.		

If you have ticked NO to every question then the research activity is (ethically) low risk and you may skip section E and continue to section F.

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION E: Intended Participants

	Who are the intended participants:	YES	NO
1	Students or staff at the University?	☐	☒
2	Adults (over the age of 18 and competent to give consent)?	☒	☐
3	Vulnerable adults?	☐	☒
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
5	Prisoners?	☐	☒
6	Young offenders?	☐	☒
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
8	People engaged in illegal activities?	☐	☒
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☒
	Details of any other participant groups: Complete this only if your participants cannot give consent. This includes animals N/A – all participants will be adults aged 18 or over who are competent to give their own informed consent. No vulnerable groups, children, prisoners, young offenders or animals are involved, and no participant group is unable to give consent.		

	Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
10	How many participants are expected?	Ballpark figures are fine but make sure that you explain how you will identify and contact your participants. Approximately 80–100 usable responses are expected, plus around 8–10 respondents for the pilot test (whose responses will not form part of the final dataset). Participants will be identified and contacted by posting a short recruitment message and an anonymous survey link on the researcher's own social media and professional network accounts

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		(for example LinkedIn, Facebook and WhatsApp groups). Recipients will be asked to forward the link to other adults who may be eligible (snowball sampling). No individual will be contacted repeatedly or pressured to take part, and the researcher will not know who has responded.
11	Who will the participants be?	Participants will be adults aged 18 or over, resident in the UK, who purchase consumer products and are able to give informed consent. They take part as general consumers rather than in any professional, student or employee capacity. Participation is entirely voluntary and anonymous.
12	How will you identify the participants?	Participants will be self-identifying: they will reach the questionnaire through an open, anonymous link shared on social media and professional networks, and through onward referral from other respondents. Two screening questions at the start of the questionnaire will confirm eligibility (aged 18 or over, and resident in the UK). Anyone answering “no” to either question will be thanked and exited from the survey without any data being recorded. Because no identifying information is collected, individual participants will not be identifiable to the researcher at any stage.

	Information for participants:	YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☒	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
22	If NO to any of above questions, please give an explanation			
	You should be able to tick YES for all of these questions. If not, then explain why not in this box. YES has been ticked for all questions except Q17, which is marked N/A because the study is not observational – no observation of participants takes place, so consent to being observed is not applicable. On Q15, consent will be obtained in written (electronic) form: participants must read the information page and actively tick a consent statement and click “next” before any question is displayed. This record of consent is retained with the anonymous dataset.			

	Information for participants:	YES	NO	N/A
24	Will participants be paid?	☐	☒	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐

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27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
28	If YES to any question, please provide full details			
	You should be able to tick NO for most of these questions. For any cases that you have ticked YES then provide details in this box. If you are using cameras/voice recorders to record interviews, then please state that in this box. NO has been ticked for all four questions. Participants will not be paid or offered any incentive; no specialist electrical or other equipment will be used; the researcher and the University have no financial or other interest in the outcome of the study; and no deception or concealment of the study aims is involved – the purpose of the research is stated in full on the information page before consent is given. No cameras, voice recorders or any other audio/video recording devices will be used at any point in this study.			

SECTION F: Anticipated Risks

	Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them.	
1	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information. If you have identified in section D that there are no participants, then enter N/A and go skip to question 3.	
	Risk to participants: There are always risks. Do not write N/A unless you have no participants.	How you will mitigate the risk to participants:
	The risks to participants are low but not absent: 1. Inconvenience and time burden – completing the questionnaire takes approximately 8–10 minutes of the participant's unpaid time. 2. Mild discomfort – a small number of questions touch on personal spending, income band and attitudes towards companies, which some respondents may find intrusive or may feel prompt a socially desirable answer. 3. Loss of privacy or confidentiality – the theoretical risk that survey responses could be linked back to an individual, or that data could be accessed by a third party through the online platform or through insecure storage. 4. Perceived pressure to participate – because recruitment uses the researcher's own networks and onward referral, some contacts might feel a social obligation to respond.	1. The questionnaire has been kept deliberately short, the expected completion time is stated up front, and participants may stop at any point without giving a reason. 2. No sensitive or special category data is requested. Income and age are collected as broad bands rather than exact figures, all questions are optional so any item may be skipped, and the wording of every item will be checked at pilot stage for tone and clarity. 3. The survey is fully anonymous: no names, email addresses, telephone numbers or IP addresses are collected, and Google Forms will be configured with email collection and sign-in disabled. Responses will be exported promptly to password-protected storage on the University Office 365 system, reported only in aggregate, and deleted after completion of the project. 4. Recruitment messages will be posted openly rather than sent as individual requests wherever possible, will state clearly that participation is voluntary, that non-participation carries no consequence of any kind, and that the researcher cannot tell who has or has not responded.
2	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities	

	The research activity does not address sensitive, embarrassing or upsetting topics, and it does not involve any illegal activity. The questionnaire covers consumer attitudes towards corporate social responsibility, trust in environmental claims and price sensitivity only; it asks nothing about health, sexual activity, drug use, criminal behaviour or any other special category or sensitive matter. No disclosure requiring further action is therefore anticipated. However, because the survey is anonymous and free-text responses are not invited, the researcher will not receive any disclosure of a personal nature. In the unlikely event that a participant contacts the researcher directly with a concern, or that anything of a safeguarding or potentially illegal nature were to be disclosed, the researcher would not act on it independently but would report it immediately to the dissertation supervisor and follow UWTSD guidance, and the participant would be advised of the appropriate external source of support (for example their GP, the Samaritans on 116 123, or Citizens Advice). Participants are informed on the information page that anything potentially or actually illegal that came to light in the course of the project may need to be disclosed to the proper authorities.	
3	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	
	Risk to the investigator: There are always risks. Do not write NA. 1. Lone working and psychological strain – the study is conducted entirely by one student researcher over a compressed 12-week period; workload pressure and isolation are realistic risks. 2. Online exposure – because recruitment posts are made from the researcher's own social media and professional accounts, the researcher's personal identity is visible online and could attract unwanted contact, spam or hostile responses on a topic (greenwashing) that can be contentious. 3. Accusation of impropriety – the risk that the researcher could be accused of mishandling data, misrepresenting responses or applying pressure on personal contacts to take part. 4. Data loss or device failure – loss of the dataset or drafts through hardware failure, theft or accidental deletion.	<i>How you will mitigate the risk to the investigator:</i> 1. All data collection is remote and online; there is no fieldwork, travel or face-to-face contact with participants. Regular scheduled supervisory meetings will be held, progress will be tracked against the project timeline, and the University's student wellbeing and counselling services are available if needed. 2. Recruitment posts will be made from accounts with appropriate privacy settings, will use a neutral academic tone, and will direct all enquiries to the researcher's UWTSD student email address rather than to any personal contact details. Abusive or inappropriate responses will be ignored, blocked and, if serious, reported to the supervisor. 3. A clear audit trail will be maintained: the approved ethics form, the information and consent page, the raw anonymous dataset and the SPSS output will all be retained. Recruitment will be by open invitation, participation will be anonymous, and the researcher will keep the supervisor informed of the recruitment methods used. 4. Data will be stored in password-protected University Office 365 cloud storage with automatic backup, rather than solely on a local device. Any USB stick used will be password protected and reformatted at the end of the project.
4	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: There are always risks. Do not write NA. 1. Reputational risk – adverse publicity for UWTSD if the research were perceived as poorly conducted, if participants felt misled, or if	<i>How you will mitigate the risk to the University:</i> 1. The study is conducted under supervision and will not commence until ethical approval is granted. The information page states clearly that the research is an independent MBA

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	the study were seen to name or criticise identifiable companies unfairly. 2. Data protection risk – a breach of GDPR / Data Protection Act 2018 obligations arising from the collection or storage of participant data, for which the University is the data controller. 3. Academic integrity risk – risk to the University's standing arising from plagiarism, undisclosed use of AI tools, or misreporting of results. 4. Financial or resource risk – minimal, as the project uses only free or University-licensed tools, but a cost could arise from any regulatory action following a breach.	student project and does not represent the views of UWTSD. No company will be named or criticised individually; questions refer to sustainable products and CSR practice in general terms, and findings will be reported in aggregate. 2. Data minimisation is applied throughout: no personal identifiers are collected, so the dataset is anonymous. Google Forms will be configured not to collect email addresses or IP addresses, data will be transferred promptly to password-protected University Office 365 storage, will not be shared beyond the researcher, supervisor and examiners, and will be deleted on completion of the project. The UWTSD Research Data Management Policy and Research Ethics and Integrity Code of Practice are followed. 3. All sources are independently verified and correctly referenced in UWTSD Harvard style, and the use of AI tools is limited and declared as set out in Section I and in the AI Use Acknowledgement accompanying the dissertation. Findings will be presented as indicative rather than definitive, with the limitations of convenience sampling and self-reported willingness to pay stated explicitly. 4. Only free or University-licensed software (Google Forms, IBM SPSS, Microsoft Office 365) is used, so no financial commitment is made on the University's behalf.
5	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: Environmental risks are negligible. The study is entirely digital: there is no fieldwork, no travel to research sites, no laboratory work, no use of chemicals or physical materials, and no waste or emissions beyond the minor energy use associated with completing an online questionnaire and analysing data on a computer. No pollutants can be spilled and no ecosystem can be damaged by this activity.	<i>How you will mitigate the risk to environment:</i> The questionnaire is distributed and completed online, so no printing of questionnaires, consent forms or drafts is required and no travel is undertaken for data collection. Supervisory meetings will be held online where possible. Data is stored in existing cloud infrastructure rather than on additional hardware purchased for the project. The dissertation will be submitted electronically.

SECTION G: Feedback, Consent and Confidentiality

If you have identified in section D that there are no participants, then enter skip this section and continue to section H.

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	You don't need to email your participants with your final report. A good alternative is to set up an email address that they will be able to contact for further details or results.

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	Because the questionnaire is anonymous, the researcher will not hold any contact details and cannot email participants individually. Debriefing and feedback will therefore be provided in three ways. 1. Immediate debrief: on submitting the questionnaire, every participant is shown a closing screen thanking them, restating the purpose of the study and how their data will be used, stored and deleted, and giving the researcher's UWTSD student email address (2503888@student.uwtss.ac.uk) and the supervisor's name for any questions, concerns or requests to withdraw. The same information appears on the information page before consent, so participants can save it. 2. On request: any participant who emails that address may request a plain-English summary of the findings. Summaries will be sent once the dissertation has been marked, expected by December 2026. 3. General feedback: a short summary of the aggregate findings will be posted on the same social media channels used for recruitment after the project is complete, so that respondents who prefer not to make contact can still see the outcome.
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	If you are using a paper questionnaire then you should have the participants sign an appropriate consent form. These forms will count as personal data and should be noted as such in section J. If you are using an online questionnaire, then you should have a screen before the questions start that acts as a consent form, informing participants that by clicking on the NEXT button they are providing consent. Consent will be obtained electronically before any data is collected. The survey link opens on a participant information page, not on the questions. This page sets out, in plain English: who the researcher is and that this is an MBA dissertation at UWTSD; the supervisor's name; the purpose of the study; what participation involves and that it takes approximately 8–10 minutes; that participation is entirely voluntary; that all questions are optional and may be skipped; that responses are anonymous and no identifying information is collected; how the data will be stored, used, reported and deleted; that participants may withdraw at any time before submitting simply by closing the browser, and may request withdrawal afterwards by quoting the survey completion time to the researcher's email address; that data will be seen only by the researcher, supervisor and examiners; and the researcher's UWTSD email address for questions or complaints. A consent screen then follows, on which the participant must actively tick statements confirming that they are aged 18 or over, are resident in the UK, have read and understood the information provided, and agree to take part. The questionnaire only proceeds once these boxes are ticked and the participant clicks "next"; this action constitutes their informed consent and is recorded with the response. No separate paper consent forms are used, and no signatures or names are collected, so consent records contain no personal data. Data collection will not begin until ethical approval has been granted.
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	Do not collect names unless you really need them. Do not name participants or organisations in any research publications (including the thesis) without their explicit permission. Full anonymity is offered. No names, email addresses, telephone numbers, postcodes, employer names or other direct identifiers are collected at any point. Google Forms will be configured so that respondent email addresses are not collected, sign-in is not required and IP addresses are not recorded. The researcher will therefore be unable to identify any individual respondent, and responses cannot be traced back to a person. Demographic questions are collected only as broad categories (age band, gender, UK region, broad income band) rather than as exact values, so that no combination of answers can reasonably identify a respondent.

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	All results will be reported in aggregate statistical form only – means, correlations and regression coefficients. No individual response will be quoted or presented, and no participant or organisation will be named in the dissertation or in any subsequent output. The dataset will be held in password-protected University Office 365 storage, accessible only to the researcher, and shared only with the supervisor and examiners for assessment purposes before being deleted on completion of the project.
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SECTION H: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 “GDPR” and the Data Protection Act 2018 “DPA”)?	YES	NO
1	“Personal data” means any information relating to an identified or identifiable natural person (‘data subject’). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☒	☐
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	This includes audio/video data of participants but can also include IP addresses and usernames. Names, addresses and emails also count, as do consent forms. YES has been ticked as a precaution, although the study is designed to minimise personal data as far as possible and the resulting dataset is intended to be anonymous rather than merely pseudonymised. No names, addresses, email addresses, telephone numbers, signatures or audio/video recordings will be collected. Google Forms will be configured so that respondent email addresses are not collected, sign-in is not required, and IP addresses are not recorded. The electronic consent record contains no identifier. The data that is collected consists of: (a) coded responses to Likert-scale items on perceived CSR, green trust, perceived greenwashing and willingness to pay a premium; and (b) broad demographic categories – age band, gender, UK region, broad income band and frequency of sustainable purchasing. Individually these are not identifiers, but they are recorded here because demographic categories in combination could in principle carry a very small residual risk of indirect identification, and because a timestamp is automatically attached to each response by the platform. This data needs to be collected because the study tests hypothesised relationships between the four constructs, which requires individual-level responses to be linked across items within the same questionnaire, and because the demographic variables are needed as controls and to interpret variation between groups (for example the reported generational differences in UK sustainability attitudes). The timestamp is retained only so that a participant who wishes to withdraw after submitting can identify their own response.		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	“Special category data” means sensitive personal data consisting of information as to the data subjects’ – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☒
	If YES, provide a description of the special category data and explain why this data needs to be collected:		

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4	What counts as 'sensitive' will differ between cultures. Any information on behaviour that is not in accordance with cultural norms would count as sensitive personal data. N/A – no special category data will be collected. The questionnaire asks nothing about racial or ethnic origin, political opinions, religious or similar beliefs, trade union membership, physical or mental health, sexual life, genetics or biometrics. Gender is collected only as a broad, optional demographic category and is not treated as special category data. No behaviour outside cultural norms is investigated, and no criminal offence data is collected.
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	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☒
6	University computers?	☒	☐
7	Private company computers?	☐	☒
8	Home or other personal computers?	☒	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☒	☐
10	“Cloud” storage or websites?	☒	☐
11	Other – specify:	☐	☒
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	If possible, save your data on computers that are secure and regularly backed up. Many cloud services only provide GDPR-compliant storage for business customers. An example of suitable text is given below. All data will be kept in password-protected cloud storage on the University Office 365 (OneDrive) system, which will not be shared. The Google Forms account used to host the questionnaire is password protected with two-factor authentication enabled, the form is configured not to collect email addresses or IP addresses, and responses will be exported to the University Office 365 storage promptly and then deleted from the platform. The working copy of the dataset, the SPSS files and drafts of the dissertation will be held in the same password-protected Office 365 folder and worked on via a password-protected, encrypted and up-to-date personal laptop; the University Office 365 system provides automatic backup and version history, and no separate copies will be kept on the local drive of any device once analysis is complete. Any USB stick used to store or transfer data will be password protected and will be reformatted at the end of the project. No audio or visual data will be collected, so no transcription is required. Because no names or contact details are collected, there is no identifier list to hold and no separate key file: the dataset is anonymous at the point of collection, and each response is distinguished only by an automatically generated case number. Data will be reported in aggregate only, and will be retained until the dissertation has been marked and the project completed, after which it will be permanently deleted.		

	Data Protection		
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒

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15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
18	Publication of data that might allow identification of individuals?	☐	☒
19	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and/or any international equivalent):		
	This includes data such as drafts of your thesis as well as experimental or survey data. An example of suitable text is given below. YES has been ticked only for Q13 (electronic transfer of data). Transfer occurs when the anonymous responses are exported from Google Forms to the researcher's University Office 365 storage, and when drafts of the dissertation and SPSS output are exchanged with the supervisor through the University's Office 365 / Turnitin systems. All such transfers will be encrypted (HTTPS/TLS in transit) and the files will be encrypted and kept in password-protected cloud storage on the University Office 365 system, which will not be shared. Any USB stick used to store or transfer data will be password protected and will be reformatted at the end of the project. Because the dataset contains no names, email addresses, telephone numbers or IP addresses, no direct identifier is transferred at any stage, and each case is distinguished only by an automatically generated case number. NO has been ticked for Q14–Q18: data will not be shared with anyone at the University beyond the supervisor and, if required, the second marker or external examiner for assessment purposes; it will not be shared with any other organisation; no data will be exported from or imported into the UK, as participants are UK residents and the data is held within the University's Office 365 tenancy; no personal addresses, postcodes, faxes, emails or telephone numbers are collected or used; and nothing will be published that could allow an individual to be identified, since all results are reported in aggregate statistical form. The study complies with the GDPR and the Data Protection Act 2018 through data minimisation (only data necessary to test the hypotheses is collected), purpose limitation (data is used solely for this academic project), storage limitation (data is deleted on completion of the project), and transparency (the information page states what is collected, why, how it is stored and for how long). In accordance with the DPA 2018, participants will be told on the information page that they may ask what data is held relating to them and may request its deletion by quoting their submission time, in which case the response will be removed immediately and will not be used in the project.		
20	List all who will have access to the data generated by the research activity:		
	Normally the principal researcher, possibly also the supervisor and, if the project has an industrial partner, a representative of that partner. Possibly also external examiner or second marker? Access to the data generated by the research activity will be limited to: 1. The principal researcher, Sheak Raisha Anjum Asha (student number 2503888) – full access; 2. The dissertation supervisor, Amir Homayounfard – access to the anonymous dataset, SPSS output and drafts for supervision purposes; 3. The second marker and, if required, the external examiner – access to the submitted dissertation and, if requested, the anonymous dataset and SPSS output for assessment and verification purposes. No other individual or organisation will have access. There is no industrial or external partner involved in this project.		
21	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	Usually the principal researcher. The principal researcher, Sheak Raisha Anjum Asha (2503888), will have control of, and act as custodian for, all data generated by the research activity, under the supervision of Amir Homayounfard and within the University of Wales Trinity Saint David's Office 365 environment. UWTSU is the data controller for the purposes of the GDPR and the Data Protection Act 2018.		

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22	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form.	
	All data will be encrypted and kept in password-protected cloud storage on the University Office 365 (OneDrive) system, which will not be shared. Access requires the researcher's University credentials and multi-factor authentication. Any USB sticks used to store or transfer data will be password protected and will be reformatted at the end of the project in order to destroy the data. Data will be held in the following forms: raw anonymous questionnaire responses exported as a password-protected spreadsheet (.xlsx/.csv); the SPSS data and output files; and drafts of the dissertation. The questionnaire will be deleted from the Google Forms account once the export has been verified. The data will be stored until the completion of the project – that is, until the dissertation has been marked and the result confirmed by the Examination Board, and any period required for academic appeal has passed – and then permanently deleted, in line with the UWTSD Research Data Management Policy. No identifiable data is held at any stage, and all reporting is in aggregate form.	
22	Confirm that you have read the UWTSD guidance on data management (see https://www.uwt.ac.uk/library/research-data-management/)	☒
23	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	☒

SECTION I: Use of AI tools

Use of generative AI and other AI-based tools		YES	NO	N/A
There are a number of ethical issues relating to the use of generative AI and other AI-based tools, including data security, output bias, and output errors. In general you should assume that any generative AI or other AI-based tool that you pay to use is more secure and accurate than one which is free to use. Will the research use AI tools to do any of the following:				
1	Capture data?	☐	☒	☐
2	Generate and/or edit text?	☒	☐	☐
3	Generate graphics?	☐	☒	☐
4	Generate video?	☐	☒	☐
5	Generate sound/music?	☐	☒	☐
6	Generate code?	☐	☒	☐
7	Generate synthetic data?	☐	☒	☐
8	Analyse data?	☐	☒	☐
9	Analyse personal or sensitive data?	☐	☒	☐
10	Classify data?	☐	☒	☐
11	Do you intend to use the free version of any AI tools?	☐	☒	☐
If you have answered YES to any of questions O1-O11, please provide justification detailing why this is necessary for the research.				
12	State which AI tool or tools you will be using, and where they are based (or store their data – you may need to check their webpages or user agreement for this). If you are planning to use Copilot then say if you're using the UWTSD version of it or the public version. You should also show how you are complying with current UWTSD guidance/policy of the use of AI.			

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	YES has been ticked only for Q2 (generate and/or edit text). NO has been ticked for all other uses: AI tools will not be used to capture data, to generate graphics, video, sound, code or synthetic data, to analyse or classify any data (all analysis is carried out by the researcher in IBM SPSS), and no free-version AI tool will be used for any research purpose. Justification for Q2: generative AI will be used in a limited, supportive capacity only – for proofreading, checking grammar and improving the clarity and structure of text that the researcher has already written. It will not be used to generate arguments, findings, references or original content. All research decisions, arguments, source selection and referencing are the researcher's own, and every cited source has been independently located and verified against the original publication. This is necessary only to support the clarity of academic writing for a student writing in English as an additional language, and does not affect the integrity of the research. Tool and location: Microsoft Copilot will be used, accessed through the UWTSD (University-licensed) version signed in with the researcher's University account – not the free public version. Data submitted through the UWTSD version is processed within Microsoft's commercial data protection boundary, is not retained to train the underlying models, and is stored within the University's Microsoft tenancy (UK/EU data centres). Compliance with UWTSD guidance: no participant data, personal data or unpublished data of any kind will be entered into any AI tool at any point – only the researcher's own draft text. All AI-assisted text is reviewed, verified and edited by the researcher, who takes full responsibility for the final content. The use of AI is declared in the AI Use Acknowledgement form accompanying the dissertation, in line with the UWTSD Academic Integrity Regulations and the University's guidance on the ethical use of generative AI.
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SECTION J: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtسد.ac.uk/research/research-ethics/		
1	Signature of applicant:	Sheak Raisha Anjum Asha	Date: 16 July 2026
2	Supervisor:	AMIR	Date: 16-07-2026
3	Signature:		