

Research Proposal

Title:

A study of the key factors influences on online customer purchase in the
COVID-19 pandemic

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1. Research Background

Online retail makes it easier for consumers to make purchase, because it is convenient for consumers to conduct online transactions without time and location restrictions. Given the city's high-population density, its large number of easily accessible outlets and malls, and its fast, therefore going to the actual store in person is quite convenient choice. However, although Hong Kong consumers love to shop market and physical stores, but over the year, consumers also feeling interest to use online platform to make online purchasing while the internet penetration rate is growing in the last two decade in Hong Kong. In matter of fact that e-commerce started in the late 1990s and has begun to blossom since the 2000s (Research.hktdc, 2017)

Even though the online consumption model has become more mature and popular in Hong Kong society in recently years. But the online retail sales value contribute to the overall total retail sales is not as significant in Hong Kong market in 2021.



Figure 1.1: Value of online retail sales compared total retail sales 2021

Source: (Census and Statistics, 2021c, 2021d, 2021e, 2021f)

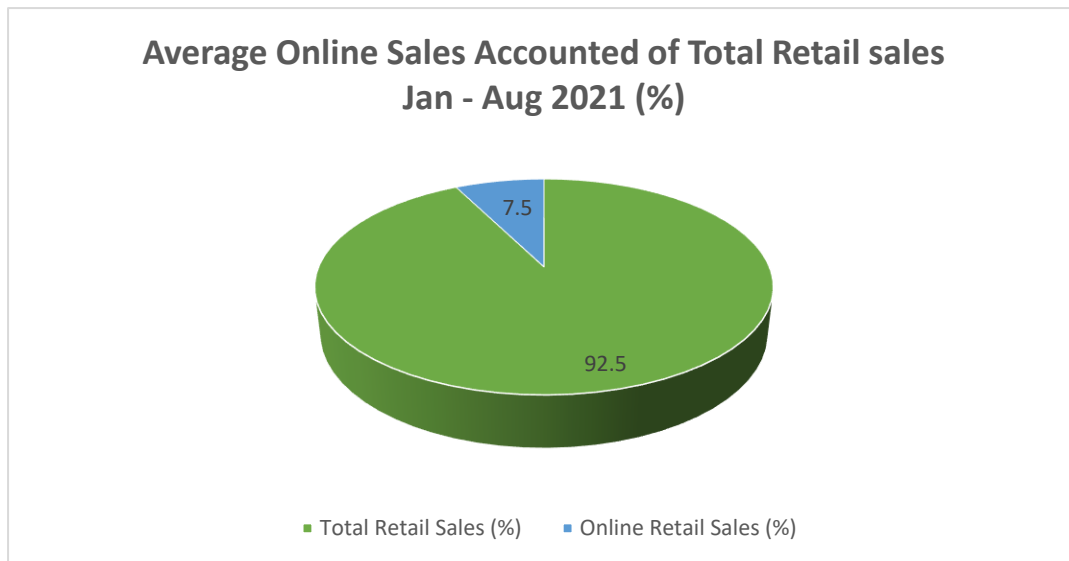


Figure 1.2: Average online sales accounted of total retail sales Jan – Aug 2021

Source: (Census and Statistics, 2021c, 2021d, 2021e, 2021f)

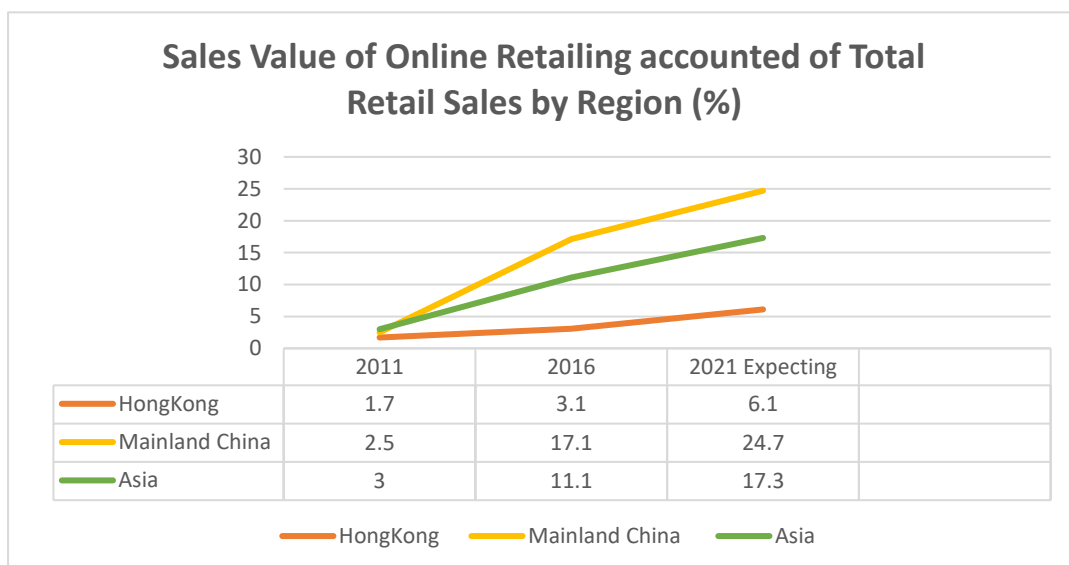


Figure 1.3: Sales Value of Online Retailing accounted of Total Retail Sales by Region

Source: (HKTDC, 2017)

According to the above data from Figures 1.1 and 1.2, online sales accounted for approximately 7.5% of total retail sales in Hong Kong. The result demonstrated that the total online retail industry had given only a mere contribution toward the total retail value in Hong Kong. Furthermore, figure 1.3 illustrates that the growth rate of online retailing sales value in Hong Kong is relatively low compared to Mainland China and Asia in last decade. Moreover, the predicted figure reflects the most similar situation in

2021. It implied that the Hong Kong consumer had less online purchasing intention than other nearby regions in the past ten years. In other words, there is significant room for improvement to increase the total value of online retail sale by identify what key factor might enhance consumer purchasing intention toward online shopping. Thereby narrowing the gap between the total value of online sales and the total value of retail sales in Hong Kong.

2. Research Problem

Since the penetration rate of access to internet via PC or devices is increased in the beginning of the 20th century in Hong Kong. Provided solid technology infrastructure to developing online purchasing in Hong Kong. Since then, the consumer online shopping intention increase incrementally over the years. Although COVID-19 triggers the opportunity to further boost up consumer intention to use online platform to make purchase more often. However, in terms of the value contribution of online retail sales only accounted less than 10% of total value of retail sales in Hong Kong over past 20 years.

2.1. Review of PC /Device penetration rate and Internet access in Hong Kong

In figure 2.1 showed the demand for access to internet at increasing and maintain high level over the years. Therefore, while the demand increases for internet service, enable Hong Kong has robust Information and Communications Technology ICT infrastructure over the years (see table 1.1)

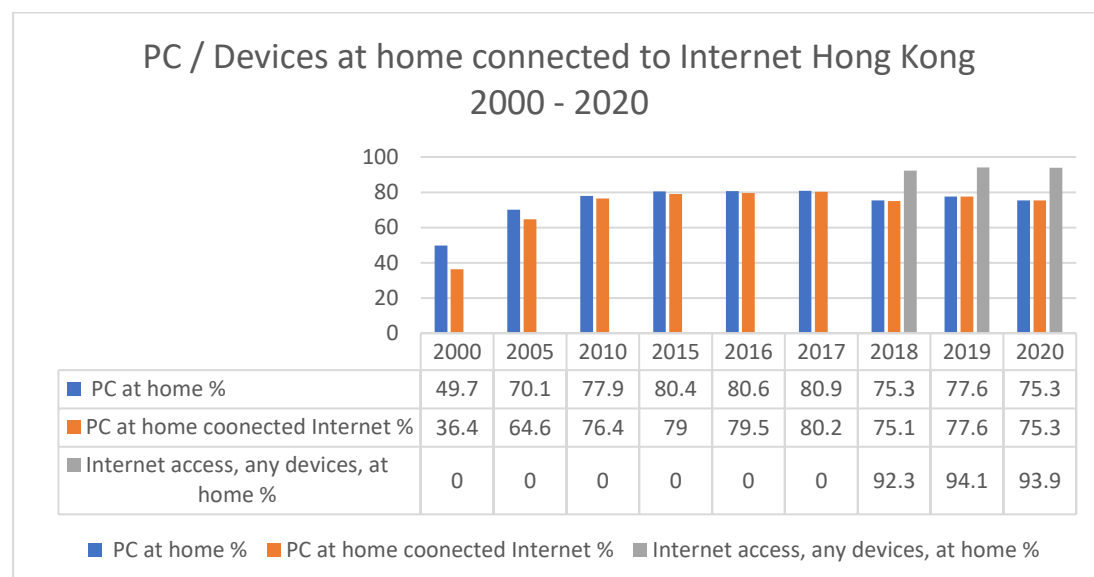


Figure 2.1: PC / Devices at home connected to internet in Hong Kong 2000 – 2020

Source: (Census and Statistics, 2020a)

	2009	2013	2015	2017	2019
Household broadband penetration rate (%) (a)	80%	83%	84%	93%	94%
Customer access via broadband networks(exabytes) (b)	1.4	2.6	3.5	6.0	7.8

Notes: (a) Broadband means the capacity to transmit data at the rate of 1 Mbps or above

(b) 1 exabyte = 1 million terabytes

Table 2.1: Development of ICT Infrastructure in Hong Kong 2009 -2019

Source: (Legco.gov.hk, 2020a)

Table 2.1 demonstrated that with ICT facilities getting ready for e-commerce world over the years. People with access to internet platform have been on the rising in last twenty years in Hong Kong. Which provide solid infrastructural for both retailer and customer getting prepare for e-commerce environment

2.2. Customer online shopping intention initiated from 2016

The ICT infrastructural are drivers for economic growth. In 2015, the Innovation and Technology Bureau (ITB) was established to formulate holistic I&T policies, aiming to enhance the competitiveness of Hong Kong and improving the quality of life for the citizens (Innovation and Technology Bureau, 2020). Although the Hong Kong city being so digitally connected. But the customer attitude toward the e-commerce is consider less enthusiastic back in 2016. However, the consumer intends to use online purchase via online e-commerce platforms and mobile apps expected increased for 2017 – 2018 in Hong Kong

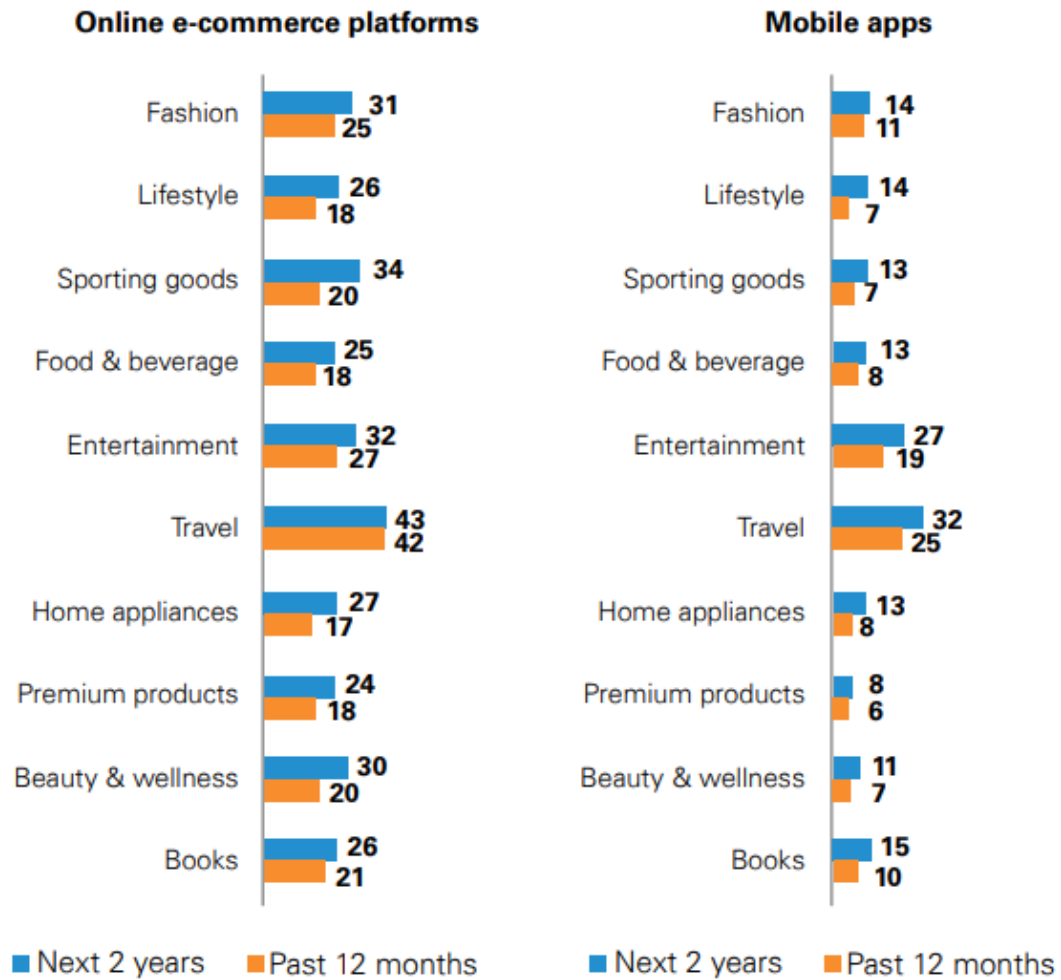


Figure 2.3: Consumer shop intention forecasting based on categories in 2016

Source: (KPMG, 2016)

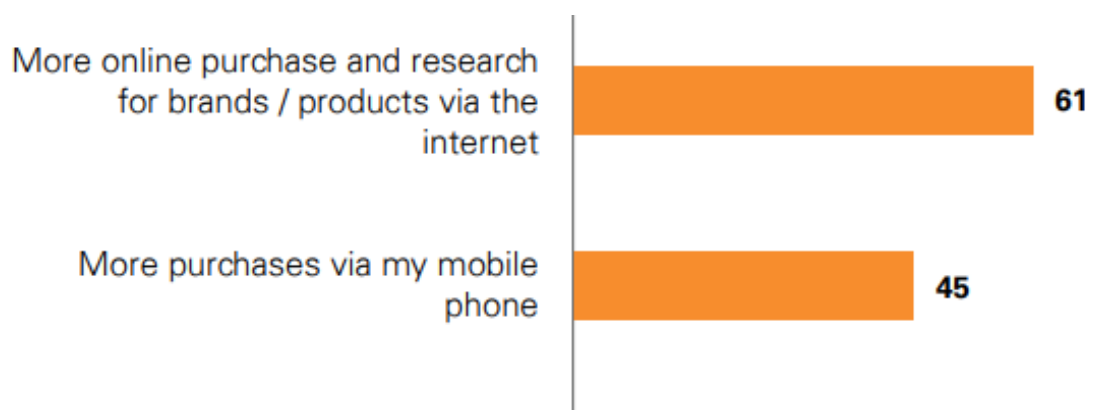


Figure 2.4: Consumer planned to use what technology when make purchase for next two year in 2016

Source: (KPMG, 2016)

In figure 2.3 and 2.4 explained that peoples generally tend to choose online platforms to make purchase for most categories in the next two years for their daily life and purchase of daily necessities. Moreover, the studies also indicated 61% of respondent will use more online purchase and searching function for products or the product from the internet channel in the next two years. Also, indicated 45% of respondent will make more purchases by using mobile phone. In review this studied conducted in 2016. The result is implied that people are generally full of positive expectation for the lifestyle of using online platforms. Especially for the up coming two years from 2016 onward.

Therefore, no matter either using website or mobile apps. The growth of online shopping intention for Hong Kong consumer is beginning to rise from 2016.



Notes: Aged 15 and over had used one or more types of online purchasing service

Figure 2.5: Persons used online purchasing in Hong Kong from 2008 – 2020

Source: (Census and Statistics, 2009, 2013, 2015, 2017, 2019, 2021b)

In figure 2.5 showed that people intention to use online platform to make purchasing is increasing over the years. According to this result, comparing the data from 2008 to

2020, the increase is more than 4 times. It implied that people willingly to make online purchase intention indicate significantly improved nowadays than ten years ago.

2.3. COVID-19 boost up the consumer online shopping intention in 2020

During the outbreak of COVID-19, In response to the danger and spread of the new coronavirus. The Department of Health in Hong Kong implemented intense measures such as social distancing in society. The social distancing measurement such as suspension of classes, avoid going to crowded places and work-from-home arrangement, and those implementations applied to the local society since February 2020 (Legco.gov.hk, 2020).

These arrangements trigger the consumer intention to make online shopping.

Research conducted during May – September 2020 demonstrated the consumer intention toward online shopping has increased compared before the pandemic.

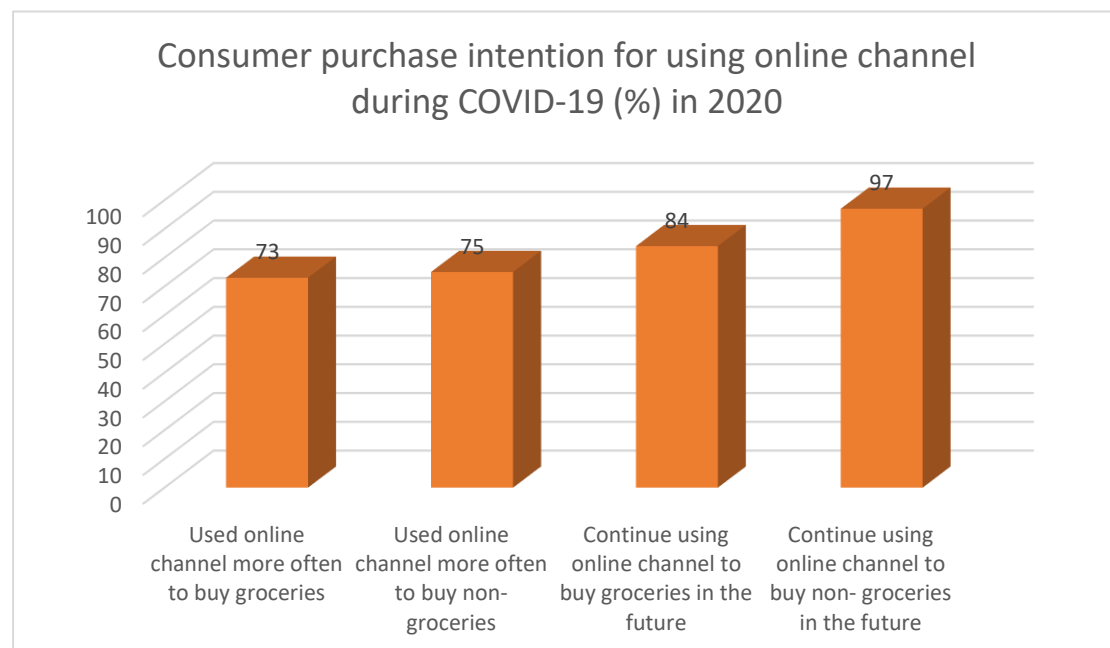


Figure 2.6: Consumer purchase intention for using online channel during COVID-19

Source: (KPMG, 2020)

In figure 2.6 explained that consumer make online purchase more often than before the COVID-19, it implied that their willingly to using online platform more often afterward. Hence, the online retail value expecting to increase in the future

3. Research Objective

Although the penetration rate of access to internet is high over the years in Hong Kong, but online shopping seems is not the primary function for online user. Hence, the online retail sales did not give significantly impact toward the whole retail sales in Hong Kong. Only when the city hitting the COVID-19 outbreak in 2020, caused more online user became online shopper due to social distancing measurement.

Therefore, the objective for this research is to investigate what key factors that caused consumer to make online purchase during COVID-19. Following objectives will be examine throughout the research

Objective 1: To investigate if the convenient motivation affect customer to make online purchase.

Objective 2: To evaluate the perceived value influence customer intention for online purchase.

Objective 3: To assess what customer perception can affect decision making to conduct online shopping

Objective 4: Exploration of relationship between the prior purchase experience and customer willingness to make repeat online purchase

4. Research Questions

In respond to the research objective, several research questions have designed in order to examining different variables in this research study. The research Questions (Q) to respond the Objectives (O) of this study are:

Q1 to O1: To determine the correlation between time saving orientation and customer intention to make online purchase during COVID -19

Q2 to O2: To determine the correlation between price saving orientation and customer intention to make online purchase during COVID -19

Q3 to O3: To verify if the word-of-mouth effect can cause customer to use online platform to make purchase

Q4 to Q4: To examine the correlation between customer satisfaction level and repeat purchase intention for online shopping

5. Value of the Research

For current online business retailer, the research finding will provide in-depth information that can helps to identify what major factor will enhance consumer online shopping intention. Hence, if there is a growing appetite among consumer for e-commerce is increased, it also implied that if retailers can embrace this business opportunity to attract more potential customer in the market.

For investors, the conclusions of this report will provide fully evaluation of online purchase update information base on the consumer shopping attitude for e-commerce environment in Hong Kong online market. “The trend is your friend”. Therefore, this research will make a valuable contribution for potential investor to be well-equip with the most relevant data to capture any business opportunity for online purchase related business model in coming post- pandemic environment in Hong Kong.

6. Literature Review

This chapter will give a briefly overview of this research development and propose issues that related to relevant concepts and theories from previous researcher and scholar will also be review in this section. Which will showcase that the final dissertation will focus on these factors to establish a framework of this research.

6.1 Time saving orientation

From a time-saving perspective, consumers always have the intention of "buying time" when switching to online shopping (Jensen, 2012; Alreck & Settle, 2002). Another researcher also explained that lack of time will make consumer inconvenience to make purchase in physical store, and consumer will tend to keep using online service when the time-saving is occur (Wu, 2003). When people find themselves chasing for time due daily life activities, consequentially cause people intention to find or look for instances that can allow them to save more time (Bashir et al 2019, Alreck et al., 2011))

6.2 Price saving orientation

The most significantly difference between traditional retail and online shopping is that online shopping can offer lower cost and save time together when make purchase, this given relative advantage for make purchase via online channel (Akroush & Al-Debei, 2015). In addition, online consumers can compare prices by visiting different websites that offer cheaper prices. Therefore, the Internet makes it easier to conduct prices comparison, consequentially provide opportunity for consumer to buy the same product in different websites and searching for the lower prices (Chiu et al., 2012, Gentry & Calantone, 2002)

6.3 Word-of-mouth

More than 60% of online shoppers consider the word of mouth is the most important reason given impact to purchase decision (Charlton 2012; Floyd et al. 2014). Another research studied what factors might affected customer purchase behavior, these factors such as the digital platform, valence, volume (how many reviews), and the review content (Cheung & Thadani 2012) Online shopping intentions (emphasize in purchase intention), is consider as the key factor of online behavior. Thus it will be affected by the changing characteristics of the word-of-mouth communication process communication process (Erkan & Evans 2016)

6.4 Customer satisfaction

Online shopping can arouse positive emotions among customers (Bagdare and Jain, 2013), but some scholars have pointed out that some customers who have not experienced online shopping will think that online shopping is risky, because it may leak any sensitive personal data during the process of making online purchase (Sanny & Gerardo, 2020, De Kerviler, Demoulin & Zidda, 2016). However, others scholars believes that customers are concerned about online shopping although the customer have the online shopping experience before, but the customer shopping satisfaction and behavioral intentions will not be affect based on this prior experience (Wu, 2013).

7. Research Method

This chapter will explain what research process will be conducted to achieve the objectives have mention in this proposal and provide further discussion in the research paper. The research method is requires a starting point, direction, specific methods and an appropriate technique for collecting and analyzing the data (Jonker and Pennink, 2010). Therefore, in other to achieve the study objective systemically, it is proposing the research paper will be based on the research onion concept defined by Saunder et al (2016).

7.1 Research design

An introduce the research onion concept, is very influential in research methodology as a half-cut onion appearance. Each layer relates to philosophy and ontological perspective to describes each step of a research study from general to a specific stage. (Saunders et al, 2016)

The illustrations showed below is the overall design for research onion.

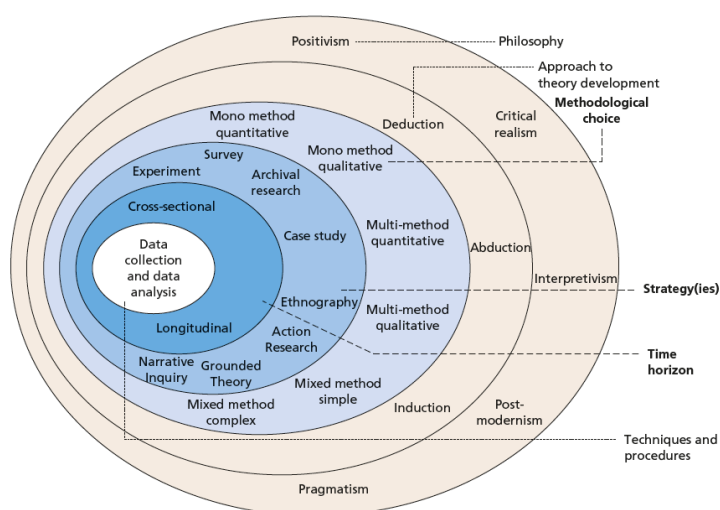


Figure 7.1: The research onion

Source: (Saunders et al, 2016)

In figure 7.1 illustrated the research onion suggest that researcher to form the way in which different element involved in the research could be examined to develop the final research design

The research design can be referred to as a plan that helps a researcher to collect and receive data from a big group of people and test study hypotheses. (Aparasu and Bentley, 2014)

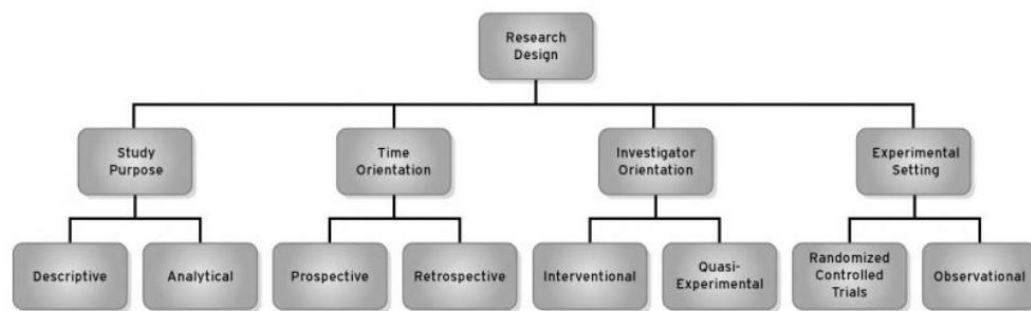


Figure 7.2: Research design classification

Source : (Aparasu and Bentley, 2014)

The illustrations showed above has explained that the research design can be a categorize by using different sets of criteria.

7.2 Quantitative and Qualitative approaches

The two main approaches commonly using in research purpose, one is quantitative and other one is qualitative approaches. Quantitative is more statistical and defined. This data measured is using values and numbers for analysis. And the qualitative data is not statistical and unstructured in nature. The function of this approach is based on attributes, properties, and other identifiers. (Taylor, 2010).

There many research designs that can be used for a different research purpose; the table is shown below provides an overview of some designs.

Quantitative	Qualitative	Mixed Methods
• Experimental designs • Nonexperimental designs, such as surveys	• Narrative research • Phenomenology • Grounded theory • Ethnographies • Case study	• Convergent • Explanatory sequential • Exploratory sequential • Transformative, embedded, or multiphase

Table 7.1: Different research design

Source: (Creswell, 2014)

7.3 Data collection

The data can be collected from two way, primary and secondary data. Primary data meaning the data that collected for the research study is belong to original source from the first hand. On the other hand, secondary data are data obtained from a source other than primary data (Burt, Barber & Rigby, 2009).

Regarding of this research, a quantitative approach will be selected to use for the research paper. To obtain large number of local consumer data to conduct further study to achieve the research objectives. The questionnaire will be distributed to collect primary data for the research propose

According to Saunder et al (2016), a different research method has its flexibility to allow a researcher to obtain the data effectively. A survey is the most common research strategy. It is designed to be used for descriptive and exploratory research. It is an easy comparison and allows to identify how a population thins and relation to specificity issues or problem.

7.4 Population

The definition of population for this research is target to all potential customer toward to online purchase. The unit of analysis will be individual of local citizen (included Male and Female) with age above 15 years ago and have use or have not use online platform to make purchase during 2019 – 2020 in Hong Kong online market.

According to Census and Statistics Department, the population under mentioned criteria is indicated 6 712 200 in 2021 (Census and Statistics, 2020b).

7.5 Sampling method random (random sample?)

A sample survey will be used for this study, the sample survey meaning the data will be collect from a subset of individual that selected from a mass population (Kumar, 2008). Variables or characteristics of interest will be observe and measure on each of the sample individuals. The main advantage for doing sample survey is allow researcher to receive data from an entire population in the most effective and lower cost way (Levy & Lemeshow, 2013). Therefore, using this method to collect data from sample group will more practical in implementation and time consuming to conduct this research process.

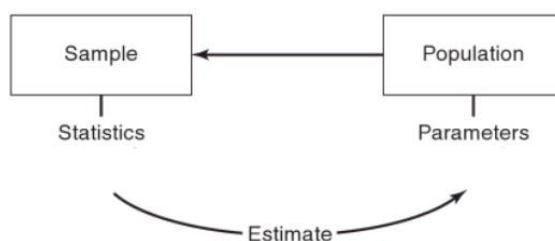


Figure 7.3: The relationship between sample and population

Source: (Bougie and Sekaran, 2010)

In figure 7.3 explain that taking sample from population will provide estimate result from the population. Thus, the sampling data will collect from a questionnaire. And the questionnaire will be asking the major concern topic that related the objective for the research purposes.

7.6 Sampling size

The sample size defined as the power of the study to detect a statistically significant difference between groups, the size of the sample should be calculated at the design stage (Bougie & Sekaran, 2010).

Refer to Burn and Burs (2003), the calculation for the sample size as below:

$$n = (Z^2)(pq)/(e^2)$$

The detail is n=sample size

Z= standard error associated with the chosen level of confidence(1.96)

p= estimated percentage in population

q= 100-p

e= acceptable sample error

Due to the limited times and more practical in implementation. The sample size will be set in between 196 to 250 with confidence level 95% and interval of 7.

8 Explanation for Data Analysis (talk correlation and regression)

After collect the sampling result, then will be using relevant method to process data analysis. Such as reliability and validity test, Descriptive and Inferential Statistics.

Measurement is the process by which rules, and guidelines are used to assign numbers to represent characteristics of respondents or other objects (Clow & James, 2014). In any set of data collect, there will be some amount of error, and need to minimize this error so that the data provide a more accurate reflection of the truth (Litwin, 1999). Furthermore, the second preliminary step to examine validity of research is based on pre-set variables that involves categorizing variables depending on their level of measurement, validity refers to the ability of a measurement scale to measure what it proposes to measure. A measurement to be valid, it must be reliable (Clow & James, 2014).

In order to make the data more comprehensive, descriptive statistics will be use make presentation the description of data. Hence, the data can be more easily understand (Burns & Burns, 2008). The second use of statistical methods for this research termed inferential statistics. The use of inferential statistical techniques to determine whether there is a relationship between two or more variables such that changes in one of the variables will be systematically associated with changes in the other variables (Duignan, 2016).

Therefore, to ensure the data analysis can be more accurate and systematic. The research will be using Statistical Product and Service Solutions (SPSS) (George and Mallery, 2020) as the analysis tool to further study the correlation and regression based on the finding. Thus, it allows more support element to make further interpretation toward the designed objectives of the research project.

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

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".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1	Full Name:	Lui Man Hung			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	HKMA			
4	Campus:	HKMA			
5	E-mail address:	mhlui1227@yahoo.com.hk			
6	Contact Telephone Number:	96635519			
For students:					
7	Student Number:	2019945			
8	Programme of Study:	Master of Business Administration			
9	Director of Studies/Supervisor:	Dr. Joe LEUNG			

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☒
					Date
2	If Yes, please indicate source of approval (and date where known): <i>Approval in principle must be obtained from the relevant source prior to seeking ethical approval</i>	Research Degrees Committee	☐		
Institute Research Committee		☐			
Other (write in)		☐			

SECTION C: 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	<i>[List any other relevant documents here]</i> ☐

SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

1	Institution					
2	Contact person name					
3	Contact person e-mail address					
4	Is your research externally funded?	YES	☐	NO	☐	
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☐	
6	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☐
7		Employed	YES	☐	NO	☐
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐
9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐

Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES	☐	NO	☒
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	If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).
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SECTION E: Details of Research Activity

1	Indicative title:	Master of Business Administration – Dissertation		
2	Proposed start date:	10 Oct 2021	Proposed end date:	29 April 2022
Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how <u>Existing Research</u> 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 A study of the key factors influences on online customer purchase in the COVID-19 pandemic (this box should expand as you type)			
4	Research Question - What is the correlation between time saving orientation and customer intention to make online purchase during COVID -19 - What is the correlation between price saving orientation and customer intention to make online purchase during COVID -19 - What is the word-of-mouth effect toward the customer to use online platform to make purchase during COVID-19 - What is the correlation between customer satisfaction level and purchase intention for online shopping during COVID-19 (this box should expand as you type)			
5	Aims of Research Activity Obtain a primary data from the participant via questionnaire to collect comprehensive data that related to my topic of the dissertation (this box should expand as you type)			
6	Objectives of Research Activity Convert the data collect it from data and generate into information that use for the assignment. (this box should expand as you type)			
Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, 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	Survey method will be used for this research, conduct by questionnaire, and distribute via online platform (this box should expand as you type)		
Location of research activity Identify all locations where research activity will take place.			
8	Hong Kong (this box should expand as you type)		
Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.			
9	(this box should expand as you type)		
10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO YES	☒ ☐
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. (this box should expand as you type)		

Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?		YES	NO
12	A prosperous Wales	☐	☒
13	A resilient Wales	☐	☒
14	A healthier Wales	☐	☒
15	A more equal Wales	☐	☒
16	A Wales of cohesive communities	☐	☒
17	A Wales of vibrant culture and thriving Welsh language	☐	☒
18	A globally responsible Wales	☐	☒
19	If YES to any of the above, please give details:		
(this box should expand as you type)			

SECTION F: 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?	☐	☒
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: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

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

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	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: (this box should expand as you type)		

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? (this box should expand as you type)
11	Who will the participants be? (this box should expand as you type)
12	How will you identify the participants? (this box should expand as you type)

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 (this box should expand as you type)			

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?	☐	☐	☒
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			
<i>(this box should expand as you type)</i>				

SECTION H: 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. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.	
1	Full risk assessment completed and appended? Yes ☐ No ☒
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information
	Risk to participants: N/A <i>(this box should expand as you type)</i> How you will mitigate the risk to participants: N/A <i>(this box should expand as you type)</i>
3	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
	N/A <i>(this box should expand as you type)</i>
4	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: N/A <i>(this box should expand as you type)</i> How you will mitigate the risk to the investigator: N/A <i>(this box should expand as you type)</i>
5	University/institutional risks For example: adverse publicity, financial loss, data protection
	Risk to the University: N/A <i>(this box should expand as you type)</i> How you will mitigate the risk to the University: N/A <i>(this box should expand as you type)</i>

6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems			
	Risk to the environment: N/A <i>(this box should expand as you type)</i>	How you will mitigate the risk to environment: N/A <i>(this box should expand as you type)</i>		
Disclosure and Barring Service				
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?	☐	☐	☒
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when? I will provide a summary of my dissertation in electronic form before submission to participant for verification. <i>(this box should expand as you type)</i>		
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. Provide clear introduction in details of research activity to seeking verbally confirmation by the participant, if their willingly to participate the research activity before providing consent. If this way is inappropriate. A documentable supporting paper will be provide to participant for gaining trust in order to obtain their consent. <i>(this box should expand as you type)</i>		
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. The information provided by participants will not disclose to any organization or person but ONLY limited and restricted by researcher for academic purpose. <i>(this box should expand as you type)</i>		

SECTION J: 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 box should expand as you type)		
	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:		
4	(this box should expand as you type)		

	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:		
	All the information and data will be deleted and disposal after the assignment submission complete		
	(this box should expand as you type)		

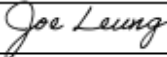
	Data Protection		
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒

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	Use of data management system?	☐	☒
20	Data archiving?	☒	☐
21	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 any international equivalents, where appropriate):		
	The data will be download in Excel format from google form and then convert the data to SPSS for analysis <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	Only the Researcher <i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	Only the Researcher <i>(this box should expand as you type)</i>		
24	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. Will data be archived – if so how and if not why not.		
	The data will be in electronic form and save in researcher cloud service account with highly security and protection by cloud service provider. The storage timeline will be temporary for 1-2 weeks <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	N/A <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: 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.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:		Date: 04/12/2021

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr Joe Leung	Date: 7 Dec 2021
3	Signature:		

For STAFF Submissions:

4	Academic Director/ Assistant Dean:		Date:
5	Signature:		

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☒	I have attached a copy of final/interim approval from external organisation (where appropriate)
☒	I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name. You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:
<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>

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