

**Dissertation Proposal: Purchase Intention of Electric Vehicles in Hong Kong**

By Chi Ying Karey Mak (Student ID: 2019400)

HKBM7014 Dissertation

University of Wales Trinity Saint David

December 2021

## Contents

|                                          |    |
|------------------------------------------|----|
| 1. Introduction.....                     | 5  |
| 1.1 Research Background.....             | 5  |
| 1.2 Research Statement .....             | 8  |
| 1.3 Research Aim .....                   | 8  |
| 1.4 Research Objective.....              | 9  |
| 1.5 Research Flow .....                  | 9  |
| 2. Literature Review.....                | 11 |
| 2.1 Perceived Value.....                 | 11 |
| 2.2 Brand Image .....                    | 11 |
| 2.3 Product Knowledge .....              | 12 |
| 2.4 Environmental Attitude .....         | 12 |
| 2.5 Environmental Concern.....           | 12 |
| 2.6 Purchase Intention .....             | 13 |
| 2.7 Relationship between variables ..... | 13 |
| 3. Research Methodology .....            | 15 |
| 3.1 Research Model and hypothesis.....   | 15 |
| 3.2 Research Instrument .....            | 16 |
| 3.3 Data Collection and Sample .....     | 16 |
| 3.4 Data Analysis and Assessment.....    | 17 |
| 4. Research Limitations .....            | 18 |

|                       |    |
|-----------------------|----|
| 5. Work plan.....     | 18 |
| 6. Reference .....    | 19 |
| 7. Bibliography ..... | 23 |

## List of Figures

|                                                                                                                                  |    |
|----------------------------------------------------------------------------------------------------------------------------------|----|
| Figure 1. Estimation and forecast in changes in global surface temperature in relevant to carbon dioxide emission from 1950..... | 6  |
| Figure 2. Percentage of global carbon dioxide emission from various types of transport .....                                     | 6  |
| Figure 3 Registrations of electric vehicles and sales shares in major countries from 2015-2020. ....                             | 7  |
| Figure 4. Research flow of this study .....                                                                                      | 10 |
| Figure 5. Research model and research hypotheses.....                                                                            | 15 |
| Figure 6. Work plan on purchase intention of electric vehicles in Hong Kong .....                                                | 18 |

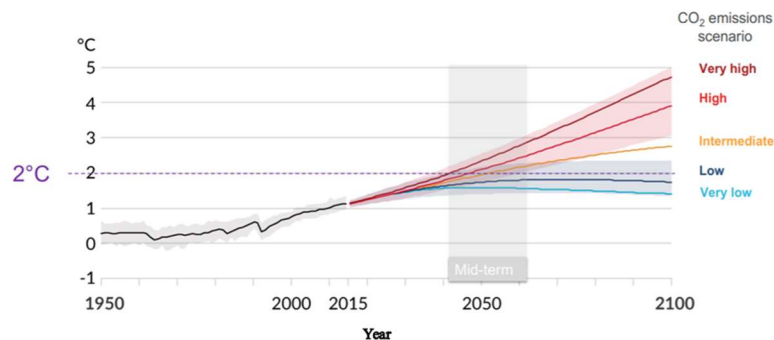
## **1. Introduction**

In this section, we will introduce the research background on introduction of electric vehicles in the recent years. Based on the changes in the automobile market, we aimed to study the purchase intention of the electric vehicles. Detail of the research flow will be described and illustrated with a flow chart.

### **1.1 Research Background**

Climate change has already had a recognized effect and raised the awareness of the world. Intergovernmental body, Intergovernmental Panel on Climate Change (IPCC), was formed to provide governments with scientific information and recommendation on human-induced climate change (IPCC, 2021). Global warming and the greenhouse effect are one of a kind of consequences associated with the climate change. IPCC announced the general indicator to limit global warming to about 1.5 degrees (IPCC, 2021). Carbon dioxide emission is the main cause of global warming (Lindsey, 2021) and it is the primary greenhouse gas produced by human activities (United States Environmental Protection Agency, 2021). It is important to maintain to carbon dioxide emission in low level. IPCC (2021) forecasted the level of global warming can only be limited when the carbon dioxide emission is very low and the global warming of 2 degrees will be exceeded due to the increase in carbon dioxide emission in coming future as illustrated in Figure 1.

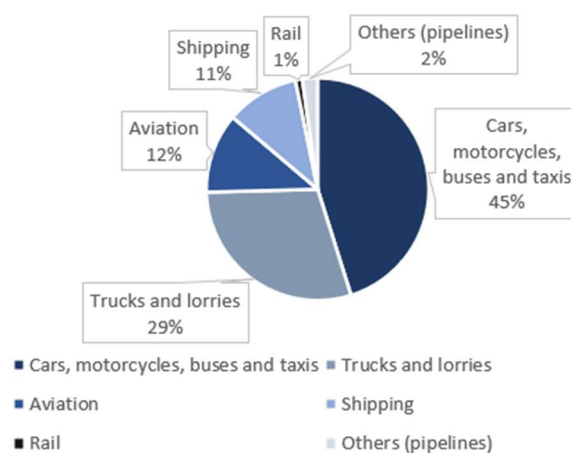
Figure 1. Estimation and forecast in changes in global surface temperature in relevant to carbon dioxide emission from 1950



Sources: IPCC (2021)

Carbon dioxide enters the atmosphere through burning fossil fuels includes coal, natural gas and oil. Transportation is regarded as the main human activities resulting in the air pollution (United States Environmental Protection Agency, 2021). Based on the data in 2018 from International Energy Agency, it revealed almost 74.5% of carbon dioxide emitted from transportation with road vehicles while 45.1% of it was came from private vehicles (Ritchie, 2020). Figure 2 shows the global carbon dioxide emission from various type of transport.

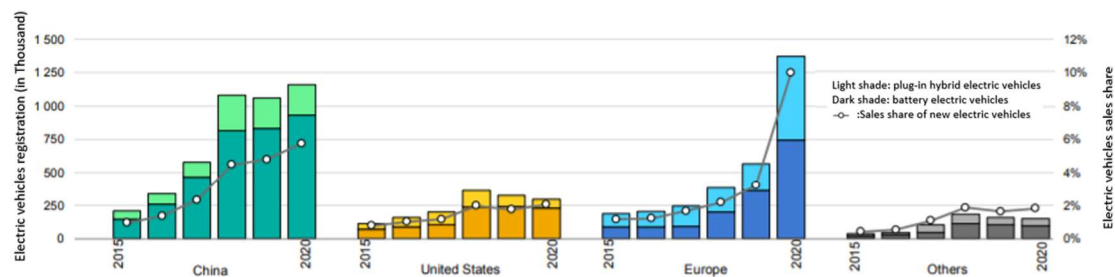
Figure 2. Percentage of global carbon dioxide emission from various types of transport



Sources: OurWorldInData (2020)

In regard to this, electric vehicles become an instrumental role in environmental sustainability to reduce air pollution and to address the climate change. The use of electricity as alternative sources of energy to help to improve the air quality through reducing emissions of carbon dioxide. Electric vehicles markets become more robust in recent years. There is a rapid growth in sales of electric vehicles in all regions around the world. Figure 3 shows the trend of global electric vehicles registration and sales shares since 2015. According to Irle (2021), the first half year of 2021 already recorded 2.65 million of new electric vehicles registered and this is about 168% increase compared to 2020.

Figure 3 Registrations of electric vehicles and sales shares in major countries from 2015-2020.



Sources: International Energy Agency (2021)

Due to the outbreak COVID-19, overall global market of all types of cars was significantly impacted by the economic downturn. However, it was noted that the registration of electric vehicles increased despite the pandemic. Consumer spending on electric vehicles keeps on increasing and the demands on electric vehicles is growing. This creates the opportunities on the electric vehicles and challenges on the conventional vehicles. In Hong Kong, there is about 18,500 electric vehicles registered in 2020 which is about 12.4% of the market shares (Environment Bureau HKSAR Government, 2021). Considering the business potential in electric vehicles, it

is important to understand and analysis the purchase intention on this product for future business strategy planning and continuity of the automobile industry.

According to Fishbein and Ajzen (1975), purchase intention is composed of consumer's evaluation and attitude towards a product and other external factor. Meanwhile, it is a subjective judgement for consumer to choose a product and becomes an important indicator to predict consumer purchase behavior (Fishbein and Ajzen, 1975). In this research, we will examine the consumers' purchase intention of electric vehicles.

## **1.2 Research Statement**

Based on the above research background, this study will be focused on the consumers' purchase intention on electric vehicles in Hong Kong. We have identified a few factors in this study that may affect the consumers' purchase intention which including perceived value, brand image, product knowledge, environmental attitude and environmental concern. The identified factors will be analysis to understand their relations on purchase intention of electric vehicles in Hong Kong.

## **1.3 Research Aim**

The research of this report is aim to evidence the identified factors may have significant influences on purchase intention of electric vehicles in Hong Kong. Our study will be based on the identified factors on perceived value, brand image, product knowledge, environmental attitude and environmental concern to analysis the

consumers' purchase intention.

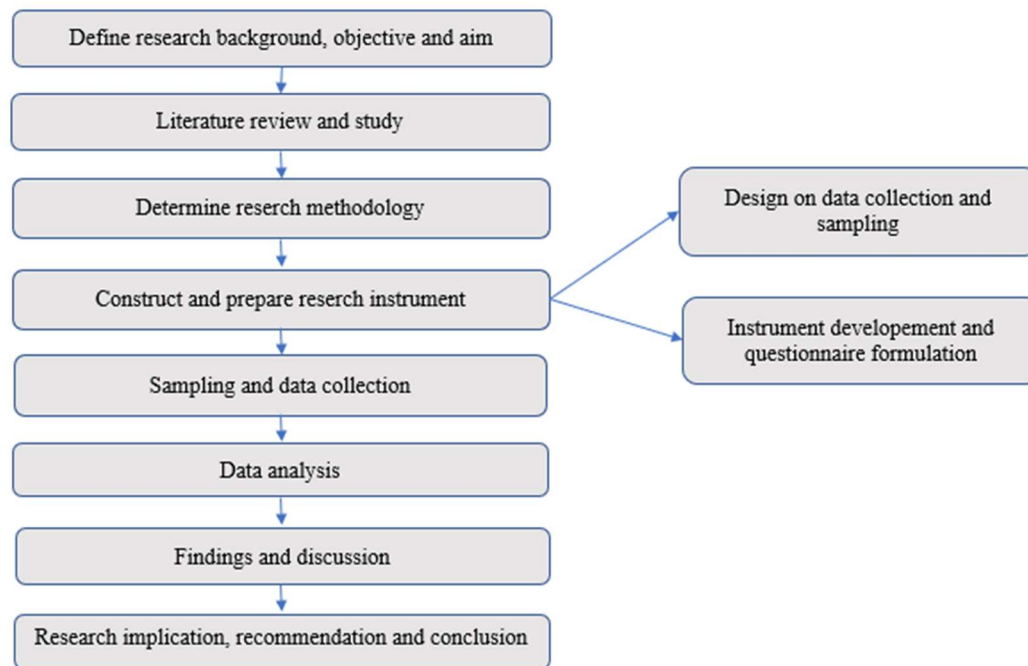
#### **1.4 Research Objective**

The objective of this research activities is to evaluate the influence and correlation of perceived value, brand image, product knowledge, environmental attitude and environmental concern on consumers' purchase intention on electric vehicles. This study will rely on both primary and secondary data collection to achieve the aim of the research. Survey questionnaire will be used as the primary data sources while secondary data sources will be retrieved from books and journal; media publications and electronic public database from internet and library through government bodies and professional association. Full driving license holders in Hong Kong will be the target interviewers for this research. Quantitative and qualitative method will be applied in this study.

#### **1.5 Research Flow**

The flowchart of this research is illustrated as below in the Figure 4. After defining the research background, objective and aim, we have to prepare for the literature review and develop the theoretical framework for this study. Collected data will be analyzed and examined the result. Recommendation will be provided based on the findings of the research.

Figure 4. Research flow of this study



Sources: Illustrated by writer

## **2. Literature Review**

In this section, we will rely on previous studies and research of literature reviews to determine the purchase intention on electric vehicles through perceived value, brand image, product knowledge, environmental attitude and environmental concern.

### **2.1 Perceived Value**

Zeithaml (1988) believed consumers' perceptions of price, quality and value are critical determinants of purchase intention. Consumers' perceived value is evaluated from their purchase experience and it is based on the quality, service, price, image and innovation (Fredericks and Salter, 1995). These factors are closely related to each other. Quality productivity is the most efficient and economical way for competitive position (Deming, 1982). Strategic quality includes production, processing, service and other external factors (Goetsch and Davis, 1994).

### **2.2 Brand Image**

Conveying a brand image to a target segment consumer is an important marketing activity (Park, Jaworski and MacInnis, 1986). Brand image is the awareness of a brand held in a consumers' memory (Keller, 1993). According to Dobni and Zinkhan (1990), brand image is important in studying consumer behavior, the willingness of purchase is the result of the abstract reality on the branding instead of physical attributes and functionality of product. In order to induce purchasing, brand image can be linked to functional, symbolic or experiential. (Park, Jaworski and MacInnis, 1986).

### **2.3 Product Knowledge**

Knowledge of the product may also interfere the purchase decision. Product knowledge is the perception of consumers towards certain products as well as their previous usage experience (Beatty and Smith, 1987). Park and Leesig (1981) evidenced product knowledge of consumers developed base on their product familiarity. Brucks (1985) defined perceived knowledge, objective knowledge and experience-based knowledge for the measurement of product knowledge.

### **2.4 Environmental Attitude**

Hogg and Vaughan (2005) claimed attitude is a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols. Attitudes contains the elements of affective, conative and cognitive (McLeod, 2018). Gifford and Sussman (2012) believed environmental attitude can be better described with preservation and utilization dimensions. It rises and falls with current events and vary with age, gender, socioeconomic status, nation, urban-rural residence, religion, politics, values, personality, experience, education, as well as environmental knowledge (Gifford and Sussman, 2012). Fishbein and Ajzen (1975) defined intension as the subjective probability to perform a specific behavior.

### **2.5 Environmental Concern**

Climate consciousness, clean energy and alternative energy sources usage and energy saving demonstrates the personality associated with environmental concern (Zimmer,

Stafford and Stafford, 1994). Eco-friendly behavior is performed by the consumer to express their concern to environment and hence induce purchase intention (Chan, 2001).

## **2.6 Purchase Intention**

Purchase intention implies the likelihood of consumers' willingness to buy a product (Dodds et al., 1991; Schiffman and Kanuk, 2000). Fishbein and Ajzen (1975) claimed purchase intention is the combination of consumers' evaluation and attitude on a product with other external factors. It can be measured by using possible to buy, desirable to buy and plan to buy (Zeithaml, 1988).

## **2.7 Relationship between variables**

Previous studies suggested the positive relationship between perceived value on consumers' purchase intention (Dodds et al., 1991). Brand image can help to induce purchasing (Park, Jaworski and MacInnis, 1986). Better understanding of the product result a better recognition towards the product (Brucks, 1985). Hence, degree of their product knowledge affects consumers' purchase intention. Chan (2001) described consumers with favourable environmental attitude are significantly related to their green purchase intention. Kilbourne and Pickett (2008) evidenced consumer environmental concern increased with the consumption behavior towards eco-friendly goods and services.

It is supported that consumer with high perceived value, high awareness of the brand image, better understanding of product knowledge, high environmental attitude and

environmental concern will increase the willingness for purchase. We believed that there should be a linked relationship between mentioned variables and the purchase intention on the electric vehicles.

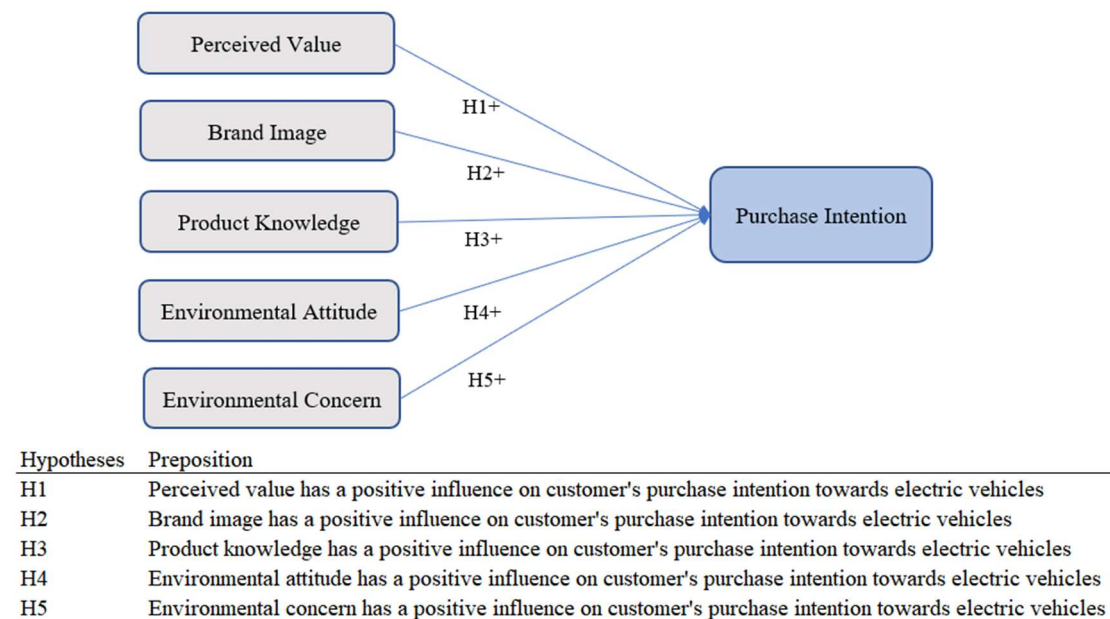
### 3. Research Methodology

According to Sekaran (2003), the theoretical framework is the conceptual model for the plausibility assessments between several factors which have been identified as important for the study area. This study will base on the theoretical framework to develop a research method with various hypotheses to elaborate the network and association between the identified variables deemed to be relevant to the issue through surveys, observations and literature review.

#### 3.1 Research Model and hypothesis

This study will be based on the following research model and research hypotheses, i.e. Figure 5.

Figure 5. Research model and research hypotheses



Sources: Illustrated by writer

### **3.2 Research Instrument**

This study will rely on both primary and secondary data collection method to achieve the aim of the research (Boslaugh, 2007). Survey questionnaire will be used as the primary data sources while secondary data sources will be retrieved from books and journal; media publications and electronic public database from internet and library through government bodies and professional association.

An online survey will be performed and created with Google Forms. Wright (2005) agreed online survey is to access and offers a higher response rate, large number of respondents can be reached out in a short period of time.

### **3.3 Data Collection and Sample**

Full driving license holders in Hong Kong will be the target interviewers for this research. This research will be performed in a quantitative and qualitative method. Sampling size will be determined based on means and non-probability sample will be used in this study. Survey questionnaire will be carried out through snowball which aim to achieve a wider population of sampling (Chaim, 2008).

Due to the covid-19, online survey will be performed instead of face-to-face. Google form will be created and used as a survey tool. This platform offers easy accessibility to can able to deliver a higher response rate in a shorter period of time. The survey link will be distributed through social media platforms including What's app, Signal, Wechat, Facebook, Instagram, etc.

Collected data will be analyzed with Statistical Package for Social Science (SPSS). Furthermore, focus group discussion will be conducted to collect the data from interviewers with similar backgrounds for an in-dept understanding of the participants in this study.

### **3.4 Data Analysis and Assessment**

The data will be analyzing and evaluated with Reliability Test, Correlation Analysis and Regression Analysis.

This study will adopt Cronbach's alpha value for reliability assessment. Guieford (1965) suggested bigger Cronbach's alpha value shows higher internal consistency. The significant level will be demonstrated with the alpha value greater than 0.70 (Pallant, 2007).

Pearson's correlation coefficient analysis and simple linear regression will be used to examine the correlation level among the variables. Stronger association of the variables will have a closer Pearson correlation coefficient. Bias and variance can be identified regression analysis. Damien and Webb (2002) highlighted low variance algorithms to have relatively low error for small data and low bias algorithms to have relatively low error for large data.

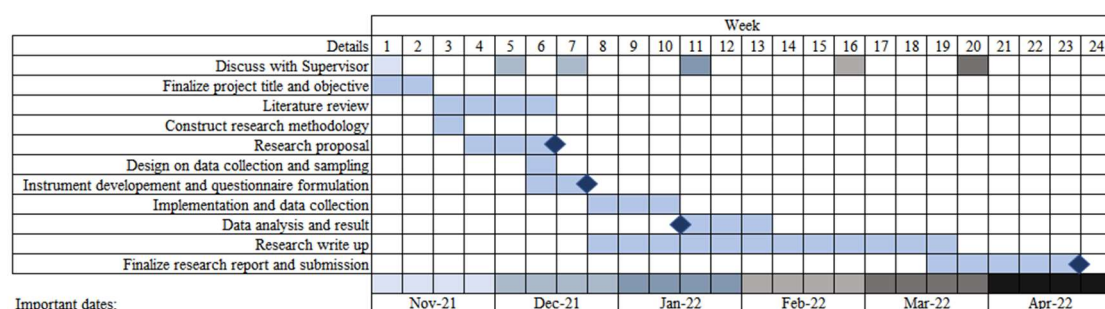
#### 4. Research Limitations

This research study is not exempt from its own limitations. The data collection will be performed through online survey questionnaires through snowball. This quota sampling method lacks of the randomness on the participation of interviewers. The larger the sample population, the more it can generalize the results. In order to increase the generalization of the study, it is recommended to increase the sample population for further research.

#### 5. Work plan

This research report is target to understand the elements affect on purchase intention of electric vehicles in Hong Kong and it will take around 6 months to deliver the result and submit the research report. Work plan of this study is scheduled through a Gantt chart as illustrated below Figure 6.

Figure 6. Work plan on purchase intention of electric vehicles in Hong Kong



Sources: Illustrated by writer

## 6. Reference

Beatty, S. E. and Smith, S. M. (1987). 'External Search Effort: An Investigation Across Several Product Categories', *Journal of Consumer Research* ,14 (1), pp. 83-95.

Boslaugh, S. (2007). 'Secondary Data Sources for Public Health: A Practical Guide', Cambridge University Press.

Brucks, M. (1985). 'The Effect of Product Class Knowledge on Information Search Behavior', *Journal of Consumer Research*, 12 (1), pp. 1-16.

Chaim, N. (2008). 'Sampling Knowledge: The Hermeneutics of Snowball Sampling in Qualitative Research', *International Journal of Social Research Methodology*, 11(4), pp. 327-344.

Chan, R.Y. (2001). 'Determinants of Chinese consumers' green purchase behavior', *Psychology and Marketing*, 18(4), pp. 389-413.

Damien, B. and Webb, G.I. (2002). The need for low bias algorithms in classification learning from small data sets. In: *Proceedings of the Sixth European Conference on Principles and Practice of Knowledge Discovery in Databases (PKDD)*. Berlin: Springer-Verlag, pp. 62–73.

Deming, W. E. (1982). *Quality, Productivity and Competitive Position*. Cambridge, M.A: MIT Press.

Dobni, D. and Zinkhan, G.M. (1990). 'In Search of Brand Image: a Foundation Analysis', *Advances in Consumer Research*, 17, pp. 110-119.

Dodds, W. B., Monroe, K. B. and Grewal, D. (1991). 'Effect of price, brand and store information on buyers' product evaluations', *Journal of Marketing Research*, 28(3), pp. 307-319.

Fishbein, M. and Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.

Gifford, R. and Sussman, R. (2012). 'Environmental attitudes', S. D. Clayton (Ed.), *The Oxford handbook of environmental and conservation psychology*. Oxford University Press.

Goetsch, D. L. and Davis, S. (1994). *Introduction to Total Quality: Quality, Productivity, Competitiveness*. London: Prentice-Hall International.

Guilford, J.P. (1965). *Fundamental Statistics in Psychology and Education*. 4<sup>th</sup> Ed. New York, NY: McGraw-Hill.

Hogg, M. and Vaughan, G. (2005). *Social Psychology*. 4th Ed. London: Prentice-Hall.

Keller, K.L. (1993). 'Conceptualizing, measuring and managing customer – Based

brand equity', *Journal of Marketing*, 57 (1), pp. 1-22.

Kilbourne, W. and Pickett, G. (2008). 'How materialism affects environmental beliefs concern, and environmentally responsible behavior'. *Journal of Business Research*. 61 (9), pp. 885-893.

Pallant, J. (2007). *SPSS: A step by step guide to data analysis using SPSS for windows (Version 15)*. 3<sup>rd</sup> Ed. New South Wales, Australia: Allen & Unwin.

Park, C. W., Feick, L. and Mothersbaugh, D. L. (1992). 'Consumer Knowledge Assessment – How Product Experience and Knowledge of Brands, Attributes, and Features Affects What We Think We Know', *Advances in Consumer Research*, 19, pp. 193-198.

Park, C. W., Jaworski, B. J. and MacInnis, D. J. (1986). 'Strategic brand concept-image management', *The Journal of Marketing*, (50), pp. 135-145.

Park, C. W. and Lessig, V. P. (1981). 'Familiarity and Its Impact on Consumer Decision Biases and Heuristics', *Journal of Consumer Research*, 8 (2), pp. 223-230.

Schiffman, L. G. and Kanuk, L. L. (2000). *Consumer behavior*. 7th ed. Upper Saddle River, New Jersey: Prentice Hall International, Inc.

Sekaran, U. (2003). *Research Methods for Business: A Skill Building Approach*. Southern Illinois University at Carbondale: John Wiley & Sons, Inc.

Wright, K. (2005). 'Researching internet-based populations: Advantages and

disadvantages of online survey research, online questionnaire authoring software packages and web survey services', *Journal of Computer-Mediated Communication*, 10,3.

Zeithaml, V. A. (1988). 'Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence', *Journal of Marketing*, 52, pp. 2-22.

Zimmer, M.R., Stafford, T.F. and Stafford, M.R. (1994). 'Green issues: dimensions of environmental concern', *Journal of Business Research*, 30(1), pp. 63-74.

## 7. Bibliography

Environment Bureau HKSAR Government. (2021) *'Hong Kong Roadmap on Popularization of Electric Vehicles'*, Available at: [https://www.evhomecharging.gov.hk/downloads/ev\\_booklet\\_en.pdf](https://www.evhomecharging.gov.hk/downloads/ev_booklet_en.pdf) (Accessed 18<sup>th</sup> November, 2021)

Intergovernmental Panel on Climate Change. (2021) *About the IPCC*. Available at: <https://www.ipcc.ch/about/> (Accessed 18<sup>th</sup> November, 2021)

Intergovernmental Panel on Climate Change. (2021) Global climate change aspects: Key findings from the 2021 IPCC climate report, sixth assessment report. Available at: [https://unfccc.int/sites/default/files/resource/Prsn\\_P1\\_IPCC.pdf](https://unfccc.int/sites/default/files/resource/Prsn_P1_IPCC.pdf) (Accessed 18<sup>th</sup> November, 2021)

International Energy Agency. (2021) *'Global EV Outlook 2021'*, Available at: <https://iea.blob.core.windows.net/assets/ed5f4484-f556-4110-8c5c-4ede8bcba637/GlobalEVOutlook2021.pdf> (Accessed 18<sup>th</sup> November, 2021)

Irle, R. (2021) 'Global EV Sales for 2021 H1', *EVvolumes.com*, Available at: <https://www.ev-volumes.com/country/total-world-plug-in-vehicle-volumes/> (Accessed 18<sup>th</sup> November, 2021)

Lindsey, R. (2021) 'Climate Change: Atmospheric Carbon Dioxide', *NOAA Climate.gov*, 7 October. Available at: <https://www.climate.gov/news->

[features/understanding-climate/climate-change-atmospheric-carbon-dioxide](#)

(Accessed 18<sup>th</sup> November, 2021)

McLeod, S. (2018). 'Attitudes and Behavior'. *Simply Psychology*. 21 May. Available at: <https://www.simplypsychology.org/attitudes.html> (Accessed 18<sup>th</sup> November, 2021)

Ritchie, H. (2020) 'Cars, planes, trains: where do CO2 emissions from transport come from?', *OurWorldInData.org*, 6 October. Available at: <https://ourworldindata.org/co2-emissions-from-transport> (Accessed 18<sup>th</sup> November, 2021)

United States Environmental Protection Agency (2021) *Greenhouse Gas Emissions: Overview of Greenhouse Gases*. Available at: <https://www.epa.gov/ghgemissions/overview-greenhouse-gases> (Accessed 18<sup>th</sup> November, 2021)

## 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:                            | Mak Chi Ying Karey                      |                             |                                     |                               |
| 2                    | Tick all boxes that apply:            | Member of staff:                        | <input type="checkbox"/>    | Honorary research fellow:           | <input type="checkbox"/>      |
|                      | Undergraduate Student                 | <input type="checkbox"/>                | Taught Postgraduate Student | <input checked="" type="checkbox"/> | Postgraduate Research Student |
| 3                    | Institute/Academic Discipline/Centre: | University of Wales Trinity Saint David |                             |                                     |                               |
| 4                    | Campus:                               | -                                       |                             |                                     |                               |
| 5                    | E-mail address:                       | kareym813@yahoo.com.hk                  |                             |                                     |                               |
| 6                    | Contact Telephone Number:             | +852 65288813                           |                             |                                     |                               |
| <b>For students:</b> |                                       |                                         |                             |                                     |                               |
| 7                    | Student Number:                       | 2019400                                 |                             |                                     |                               |
| 8                    | Programme of Study:                   | Master of Business Administration       |                             |                                     |                               |
| 9                    | Director of Studies/Supervisor:       | Dr. Arion Wong                          |                             |                                     |                               |

**SECTION B: Approval for Research Activity**

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

**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 <input checked="" type="checkbox"/> |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                        | UWTSD Research Data Management Policy <input checked="" type="checkbox"/>              |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                        | [List any other relevant documents here] <input type="checkbox"/>                      |

**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 <input type="checkbox"/> NO <input checked="" type="checkbox"/>                                                                         |
| 5 | Are you in receipt of a KESS scholarship?                                                                   | YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>                                                                         |
| 6 | Are you specifically employed to undertake this research in either a                                        | Voluntary YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>                                                               |
| 7 | paid or voluntary capacity?                                                                                 | Employed YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>                                                                |
| 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 <input type="checkbox"/> NO <input checked="" type="checkbox"/> |
| 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 <input type="checkbox"/> NO <input checked="" type="checkbox"/>             |

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

|    |                                                             |                                                                     |
|----|-------------------------------------------------------------|---------------------------------------------------------------------|
| 10 | Does this organisation have its own ethics approval system? | YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> |
|----|-------------------------------------------------------------|---------------------------------------------------------------------|

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).

#### SECTION E: Details of Research Activity

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                      |                    |               |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------|---------------|
| 1 | Indicative title:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Purchase Intention of Electric Vehicles in Hong Kong |                    |               |
| 2 | Proposed start date:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 15 October 2021                                      | Proposed end date: | 29 April 2022 |
|   | <b>Introduction to the Research (maximum 300 words per section)</b><br>Ensure that you write for a <b>Non-Specialist Audience</b> when outlining your response to the points below:<br><i>Purpose of Research Activity</i><br><i>Proposed Research Question</i><br><i>Aims of Research Activity</i><br><i>Objectives of Research Activity</i><br>Demonstrate, briefly, how <b>Existing Research</b> has informed the proposed activity and explain<br><i>What the research activity will add to the body of knowledge</i><br><i>How it addresses an area of importance.</i> |                                                      |                    |               |
| 3 | <b>Purpose of Research Activity</b><br>The purpose of the research is to understand the elements may influence on purchase intention of electric vehicles in Hong Kong.<br>(this box should expand as you type)                                                                                                                                                                                                                                                                                                                                                             |                                                      |                    |               |
| 4 | <b>Research Question</b><br>Perceived value, brand image, product knowledge, environmental attitude and environmental concern were identified as the elements which may affect the purchase intention of electric vehicles.<br>(this box should expand as you type)                                                                                                                                                                                                                                                                                                         |                                                      |                    |               |
| 5 | <b>Aims of Research Activity</b><br>The research of this report is aim to evidence the identified elements may have significant influence on purchase intention of electric vehicles in Hong Kong.<br>(this box should expand as you type)                                                                                                                                                                                                                                                                                                                                  |                                                      |                    |               |
| 6 | <b>Objectives of Research Activity</b><br>The objective of this research activities is to identify and analysis the elements which may influence on purchase intention of electric vehicles. Survey questionnaires will be used in this study as primary data. Analysed result is expected to be delivered and submitted within the proposed timeline, i.e., 29 April 2022.<br>(this box should expand as you type)                                                                                                                                                         |                                                      |                    |               |
|   | <b>Proposed methods (maximum 600 words)</b><br>Provide a brief summary of all the methods that <b>may</b> 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  | <p>This study will rely on both primary and secondary data collection method to achieve the aim of the research. Survey questionnaire will be used as the primary data sources while secondary data sources will be retrieved from books and journal; media publications and electronic public database from internet and library through government bodies and professional association.</p> <p>Full driving license holders in Hong Kong will be the target interviewers for this research. This research will be performed in a quantitative and qualitative method. Sampling size will be determined based on means and non-probability sample will be used in this study. The survey questionnaire will be carried out through snowball which aim to achieve a wider population of sampling.</p> <p>Due to the covid-19, online survey will be performed instead of face-to-face. Google form will be created and used as a survey tool. This platform offers easy accessibility to can able to deliver a higher response rate in a shorter period of time. The survey link will be distributed through social media platforms including What's app, Signal, Wechat, Facebook, Instagram, etc. Collected data will be analysed with Statistical Package for Social Science (SPSS).</p> <p>Furthermore, focus group discussion will be conducted to collect the data from interviewers with similar backgrounds for an in-dept understanding of the participants in this study.</p> <p>(this box should expand as you type)</p> |            |                                     |
|    | <b>Location of research activity</b><br>Identify all locations where research activity will take place.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |                                     |
| 8  | <p>Hong Kong</p> <p>(this box should expand as you type)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |                                     |
|    | <b>Research activity outside of the UK</b><br>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  | <p>N/A</p> <p>(this box should expand as you type)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                                     |
| 10 | Use of documentation not in the public domain: Are any documents <b>NOT</b> publicly available?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>NO</b>  | <input checked="" type="checkbox"/> |
|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>YES</b> | <input type="checkbox"/>            |
| 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                                     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 13                                                                                                                   | A resilient Wales                                      | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 14                                                                                                                   | A healthier Wales                                      | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 15                                                                                                                   | A more equal Wales                                     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 16                                                                                                                   | A Wales of cohesive communities                        | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 17                                                                                                                   | A Wales of vibrant culture and thriving Welsh language | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 18                                                                                                                   | A globally responsible Wales                           | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 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?                                                                                          | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 2  | Use of interviews?                                                                                                                              | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 3  | Use of focus groups?                                                                                                                            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 4  | Use of participant diaries?                                                                                                                     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 5  | Use of video or audio recording?                                                                                                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6  | Use of computer-generated log files?                                                                                                            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 7  | Participant observation with their knowledge?                                                                                                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 8  | Participant observation without their knowledge?                                                                                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 9  | Access to personal or confidential information without the participants' specific consent?                                                      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 10 | Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive? | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 11 | Performance of any acts which may cause embarrassment or affect self-esteem?                                                                    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 12 | Investigation of participants involved in illegal activities?                                                                                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 13 | Use of procedures that involve deception?                                                                                                       | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 14 | Administration of any substance, agent or placebo?                                                                                              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 15 | Working with live vertebrate animals?                                                                                                           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 16 | Procedures that may have a negative impact on the environment?                                                                                  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |



|    |                                                                                                     |                          |                                     |
|----|-----------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------|
| 17 | Other primary data collection methods. Please indicate the type of data collection method(s) below. |                          |                                     |
|    | Details of any other primary data collection method:<br><br>(this box should expand as you type)    | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

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?                                                                               | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 2 | Adults (over the age of 18 and competent to give consent)?                                                         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 3 | Vulnerable adults?                                                                                                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 4 | Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 5 | Prisoners?                                                                                                         | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6 | Young offenders?                                                                                                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7 | Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper? | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 8 | People engaged in illegal activities?                                                                              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 9 | Others. Please indicate the participants below, and specifically any group who may be unable to give consent.      |                                     |                                     |
|   | Details of any other participant groups:<br><br>(this box should expand as you type)                               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

|                                                                                                                                                                         |                                         |                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Participant numbers and source</b><br>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?     | 385<br>(this box should expand as you type)                                                                   |
| 11                                                                                                                                                                      | Who will the participants be?           | Target participants will be full driving license holders in Hong Kong<br>(this box should expand as you type) |
| 12                                                                                                                                                                      | How will you identify the participants? | Snowballing<br>(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?                          | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 14 | Will you tell participants that their participation is voluntary?                                                                                   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 15 | Will you obtain written consent for participation?                                                                                                  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 16 | Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 17 | If the research is observational, will you ask participants for their consent to being observed?                                                    | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 18 | Will you tell participants that they may withdraw from the research at any time and for any reason?                                                 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 19 | With questionnaires, will you give participants the option of omitting questions they do not want to answer?                                        | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 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? | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 21 | Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?                           | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 22 | If NO to any of above questions, please give an explanation                                                                                         |                                     |                          |                                     |
|    | <i>(this box should expand as you type)</i>                                                                                                         |                                     |                          |                                     |

|    | Information for participants:                                                                                                                      | YES                      | NO                                  | N/A                      |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------|--------------------------|
| 24 | Will participants be paid?                                                                                                                         | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 25 | Is specialist electrical or other equipment to be used with participants?                                                                          | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 26 | Are there any financial or other interests to the investigator or University arising from this study?                                              | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 27 | Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims? | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 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 <input type="checkbox"/>                                                                                                                                           |
|                                                                                                                                                                           | No <input checked="" type="checkbox"/>                                                                                                                                 |
| 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:                                                                                                                                                  |
|                                                                                                                                                                           | How you will mitigate the risk to participants:                                                                                                                        |



|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                               |                                     |                          |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------|
|                                       | N/A<br><i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | N/A<br><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<br><i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                               |                                     |                          |
| 4                                     | <b>Risks to the investigator</b><br>For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                               |                                     |                          |
|                                       | Risk to the investigator:<br><br>N/A<br><i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | How you will mitigate the risk to the investigator:<br><br>N/A<br><i>(this box should expand as you type)</i> |                                     |                          |
| 5                                     | <b>University/institutional risks</b><br>For example: adverse publicity, financial loss, data protection                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               |                                     |                          |
|                                       | Risk to the University:<br><br>N/A<br><i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | How you will mitigate the risk to the University:<br><br>N/A<br><i>(this box should expand as you type)</i>   |                                     |                          |
| 6                                     | <b>Environmental risks</b><br>For example: accidental spillage of pollutants, damage to local ecosystems                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               |                                     |                          |
|                                       | Risk to the environment:<br><br>N/A<br><i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | How you will mitigate the risk to environment:<br><br>N/A<br><i>(this box should expand as you type)</i>      |                                     |                          |
| <b>Disclosure and Barring Service</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                               |                                     |                          |
|                                       | 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?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <input type="checkbox"/>                                                                                      | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 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 | <b>Feedback</b><br>What de-briefing and feedback will be provided to participants, how will this be done and when?                                                                                                               |
|   | The debriefing and feedback will be verbally provided immediately to the interviewer. The data were anonymized before analysis and all data will be handled with confidentiality.<br><i>(this box should expand as you type)</i> |
| 2 | <b>Informed consent</b>                                                                                                                                                                                                          |

|   |                                                                                                                                                                                                                                                                                                                                                                                             |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | 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. |
|   | Consent will be explained verbally before invitation the interviewer for participation as well as the start of the interview/ survey.<br><i>(this box should expand as you type)</i>                                                                                                                                                                                                        |
| 3 | <b>Confidentiality / Anonymity</b><br>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.                                                                                                                                                                                            |
|   | No personal data will be collected during the research activity<br><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 | <b>"Personal data"</b> 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. | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
|   | If YES, provide a description of the data and explain why this data needs to be collected:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                     |                                     |
| 2 | <i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |                                     |
|   | Does it involve special category data (as defined by the GDPR)?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | YES                                 | NO                                  |
| 3 | <b>"Special category data"</b> means sensitive personal data consisting of information as to the data subjects' –<br>(a) racial or ethnic origin,<br>(b) political opinions,<br>(c) religious beliefs or other beliefs of a similar nature,<br>(d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992),<br>(e) physical or mental health or condition,<br>(f) sexual life,<br>(g) genetics,<br>(h) biometric data (as used for ID purposes).                                                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
|   | If YES, provide a description of the special category data and explain why this data needs to be collected:                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |                                     |
| 4 | <i>(this box should expand as you type)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |                                     |
|   | 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)?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6 | University computers?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7 | Private company computers?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 8 | Home or other personal computers?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |



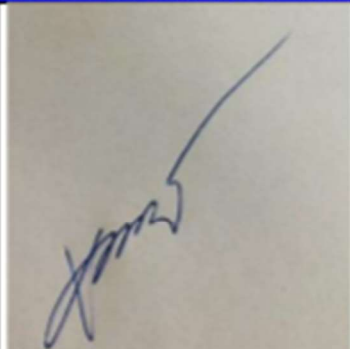
|    |                                                                                                                                                                                                                                     |                                     |                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
| 9  | Laptop computers/ CDs/ Portable disk-drives/ memory sticks?                                                                                                                                                                         | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 10 | "Cloud" storage or websites?                                                                                                                                                                                                        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 11 | Other – specify:                                                                                                                                                                                                                    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 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: |                                     |                                     |
|    | N/A<br><i>(this box should expand as you type)</i>                                                                                                                                                                                  |                                     |                                     |

| Data Protection |                                                                                                                                                                                                                                                                                                                                            |                                     |                                     |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
|                 |                                                                                                                                                                                                                                                                                                                                            | YES                                 | NO                                  |
| 13              | Electronic transfer of data in any form?                                                                                                                                                                                                                                                                                                   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 14              | Sharing of data with others at the University outside of the immediate research team?                                                                                                                                                                                                                                                      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 15              | Sharing of data with other organisations?                                                                                                                                                                                                                                                                                                  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 16              | Export of data outside the UK or importing of data from outside the UK?                                                                                                                                                                                                                                                                    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 17              | Use of personal addresses, postcodes, faxes, emails or telephone numbers?                                                                                                                                                                                                                                                                  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 18              | Publication of data that might allow identification of individuals?                                                                                                                                                                                                                                                                        | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 19              | Use of data management system?                                                                                                                                                                                                                                                                                                             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 20              | Data archiving?                                                                                                                                                                                                                                                                                                                            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 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 downloaded in the excel from google form and further transferred to SPSS for data analysis. The survey questionnaire will be sent through personal emails and telephone numbers including social media platforms e.g. What'sapp, Signal, Wechat, Facebook, Instagram, etc.<br><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 to myself<br><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 to myself<br><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.                                                                                                                      |                                     |                                     |
|                 |                                                                                                                                                                                                                                                                                                                                            |                                     |                                     |

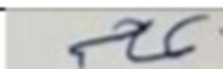


|    |                                                                                                                                                                                                                                            |                              |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
|    | No personal data will be stored. All data involved in this activity will be shredded and deleted upon the research completion<br><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 <a href="https://researchdata.uwtsd.ac.uk/">https://researchdata.uwtsd.ac.uk/</a> ). If so please explain. <i>(Most relevant to academic staff)</i> |                              |
|    | N/A<br><i>(this box should expand as you type)</i>                                                                                                                                                                                         |                              |
| 26 | Confirm that you have read the UWTSD guidance on data management (see <a href="https://www.uwtsd.ac.uk/library/research-data-management/">https://www.uwtsd.ac.uk/library/research-data-management/</a> )                                  | YES <input type="checkbox"/> |
| 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 <input type="checkbox"/> |

**SECTION K: Declaration**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |                                                                                    |                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------------|---------------------------------|
| <p>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.</p> <p>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: <a href="https://www.uwtsd.ac.uk/research/research-ethics/">https://www.uwtsd.ac.uk/research/research-ethics/</a></p> |                         |                                                                                    |                                 |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Signature of applicant: |  | <p>Date:</p> <p>18 Dec 2021</p> |

**For STUDENT Submissions:**

|   |                                 |                                                                                     |                                 |
|---|---------------------------------|-------------------------------------------------------------------------------------|---------------------------------|
| 2 | Director of Studies/Supervisor: | Dr. Arion Wong                                                                      | <p>Date:</p> <p>18 Dec 2021</p> |
| 3 | Signature:                      |  |                                 |

**For STAFF Submissions:**

|   |                                    |  |              |
|---|------------------------------------|--|--------------|
| 4 | Academic Director/ Assistant Dean: |  | <p>Date:</p> |
| 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:

|                                     |                                                                                                                                                                                                                                                            |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | I have read the guidance notes supplied before completing the form.                                                                                                                                                                                        |
| <input checked="" type="checkbox"/> | I have completed <b>ALL RELEVANT</b> sections of the form in full.                                                                                                                                                                                         |
| <input checked="" type="checkbox"/> | I confirm that the research activity has received approval in principle                                                                                                                                                                                    |
| <input checked="" type="checkbox"/> | I have attached a copy of final/interim approval from external organisation ( <b>where appropriate</b> )                                                                                                                                                   |
| <input checked="" type="checkbox"/> | I have attached a full risk assessment (where appropriate) <b>ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT</b>                                                                                                                                    |
| <input checked="" type="checkbox"/> | 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.                                                                                      |
| <input checked="" type="checkbox"/> | 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](mailto: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/>