

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:	Luma Aal-khamees Aga
2	Undergraduate Student	☐
3	Institute/Academic Discipline/Centre:	Institute of Management and Health (IMH)
4	Campus:	Cardiff
5	E-mail address:	2438571@student.uwtsd.ac.uk
For students:		
7	Student Number:	2438571
8	Programme of Study:	B.A. Applied Business
9	Project Supervisor:	Gwyneth Jones

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle by a member of staff?	YES	☒	NO	☐
			Date	12/10/2026	

SECTION C: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.				
1	UWTSD Research Ethics & Integrity Code of Practice				☒
2	UWTSD Research Data Management Policy				☒
3	<i>Subject specific resources if applicable:</i>				☐

SECTION D: Details of Research Activity

1	Indicative title:	A study of marketing and sales within a small business. The business name: Thriv Salon LTD		
2	Proposed start date:	09/09/2026	Proposed end date:	30/10/2026
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: • Purpose of Research Activity • Proposed Research Question • Aims of Research Activity • Objectives of Research Activity Demonstrate, briefly, how Existing Research has informed the proposed activity and explain • What the research activity will add to the body of knowledge • How it addresses an area of importance.			
3	Purpose of Research Activity To develop an understanding of the marketing, sales and consumer behaviour of the business by conduct primary and secondary research into a chosen local independent business and apply applicable concepts and theories from marketing and consumer behaviour to analyse the findings. (this box should expand as you type)			
4	Research Question 1. What do customers think about the business? 2. How do customers find out about the business? 3. How satisfied are you with your overall experience at Thrive Salon? 4. How would you rate the quality of the services you received? 5. What factors influence your decision to choose Thrive Salon over competitors?			

	(this box should expand as you type)
5	Aims of Research Activity This research focuses on how Thrive Hair Salon currently markets itself and how customers perceive the business. Specifically, it will look at how aware clients are of the salon's promotional work, how effective its existing marketing channels are, and what influences people to choose and engage with the salon. The study will also explore customer experiences, preferences, and what they expect from the business, to build a clearer picture of how it is seen by the people it aims to reach. By looking at the link between the salon's marketing approach and how customers view it, the findings will help develop practical, well-informed recommendations to strengthen both how Thrive Hair Salon communicates and the services it provides. (this box should expand as you type)
6	Objectives of Research Activity 1. The study will collect basic demographic information and details about respondents' living or household lifestyle to understand who currently goes or may book Thrive Hair Salon's services. 2. The research will examine respondents' past experiences with salons, including frequency of visits, preferred services, and satisfaction levels, to gain insight into existing consumer behaviour. 3. The study will investigate the factors that influence clients' decisions to book appointments, how often they anticipate needing salon services, and what booking features or support they consider essential. 4. Primary data will be analysed in combination with publicly available secondary sources, such as online reviews, social media engagement, and industry reports: to situate findings within broader consumer trends and established marketing frameworks. 5. Based on the combined analysis, the study will propose practical, data-driven enhancements to Thriv's promotional strategy, customer communication, and service delivery mode (this box should expand as you type)
	Proposed methods (maximum 600 words): Research data is defined as that which is collected, observed, or created for purposes of analysing to produce original research results Primary Research: Salon's clients will complete the questionnaire on a voluntary, anonymous basis. We won't collect any personal identifying information unless participants choose to share optional demographic details. All responses will be collected and stored securely for analysis. The survey will be made available in two formats: online access via Google Forms or a similar platform, and as paper copies handed out directly to clients at Thrive Salon. This study uses primary research centred around a structured customer questionnaire to gather first-hand insights into client behaviour, what people opinion on the salon, experiences, and what drives their decisions. Collecting responses from the regular clients to the salon lets us move step-by-step: starting with how Thrive Salon is well marketing channels are working, exploring what influences booking decisions, and finally mapping out customer preferences and demographic patterns. The questionnaire mixes closed-ended questions with a small number of open-ended ones. The closed-ended section includes multiple-choice items, Likert-scale ratings, and tick-box options; designed to be quick to complete while producing reliable data for quantitative analysis. Quantitative findings (such as ratings and multiple-choice answers) will be analysed using descriptive statistics like frequencies, percentages, and basic cross-tabulations. For the open-ended responses, we'll review what people have said and group points into common themes to spot recurring ideas and insights. Together, these will form the evidence base for our conclusions and recommendations.

	Secondary Data Collection: including social media engagement figures, online client reviews, and industry reports to give a broader external view of customer sentiment, market trends, and how visible the salon is. To explain this further, these additional methods may be used: Semi-structured interviews with selected clients to explore topics in more detail. Low-key observation inside the salon to see how customers move through the space and general behaviour patterns. Follow-up surveys to clarify points that come up during the first round of analysis.		
7	(this box should expand as you type)		
	Location of research activity 1. Thrive Salon, Cardiff, Wales using paper questionnaires will be distributed and completed onsite by clients during their visit. 2. Online such as Google Forms or similar platform. The digital version of the questionnaire will be completed remotely by participants using their personal devices		
8	(this box should expand as you type)		
	Research activity outside of the UK N/A		
9	(this box should expand as you type)		
10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO YES	☒ ☐
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. (this box should expand as you type)		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO
12	A prosperous Wales	☒	☐
13	A resilient Wales	☐	☒
14	A healthier Wales	☐	☒
15	A more equal Wales	☐	☒
16	A Wales of cohesive communities	☐	☒
17	A Wales of vibrant culture and thriving Welsh language	☐	☒
18	A globally responsible Wales	☐	☒

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☒	☐
2	Use of interviews?	☒	☐
3	Use of focus groups?	☐	☒
4	Use of participant diaries?	☐	☒
5	Use of video or audio recording?	☐	☒
6	Use of computer-generated log files?	☐	☒
7	Participant observation with their knowledge?	☐	☒
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒
15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.		
	Details of any other primary data collection method: (this box should expand as you type)	☐	☒

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

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

SECTION G: Intended Participants

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

Who are the intended participants:		YES	NO
1	Students or staff at the University?	☐	☒
2	Adults (over the age of 18 and competent to give consent)?	☒	☐
3	Vulnerable adults?	☐	☒
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
5	Prisoners?	☐	☒
6	Young offenders?	☐	☒
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
8	People engaged in illegal activities?	☐	☒
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☒
	Details of any other participant groups: (this box should expand as you type)		

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?		
10	How many participants are expected?	25-50 <i>(this box should expand as you type)</i>
11	Who will the participants be?	Adults aged +18, women who is regular costumer to Thriv Salon and other women who enjoy the experience and the treatments in the salon added to the hair service. <i>(this box should expand as you type)</i>
12	How will you identify the participants?	I will be in contact with the costumer who lives locally and consider themselves as a regular costumer to the salon. Also, I will ask through social media about any customers who have been to the salon for voluntary filling a feedback or survey form. <i>(this box should expand as you type)</i>

Information for participants:		YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☒	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐

17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☐
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
22	If NO to any of above questions, please give an explanation			
<i>(this box should expand as you type)</i>				

	Information for participants:	YES	NO	N/A
24	Will participants be paid?	☐	☒	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
28	If YES to any question, please provide full details			
<i>(this box should expand as you type)</i>				

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.					
1	Full risk assessment completed and appended? <table border="1"> <tr> <td>Yes</td> <td>☐</td> </tr> <tr> <td>No</td> <td>☒</td> </tr> </table>	Yes	☐	No	☒
Yes	☐				
No	☒				
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information <table border="1"> <tr> <td> Risk to participants: No risk to participants, no sensitive data will be collected and all data will be anonymised. </td> <td> How you will mitigate the risk to participants: Ethical code will be followed at all times. <i>(this box should expand as you type)</i> </td> </tr> </table>	Risk to participants: No risk to participants, no sensitive data will be collected and all data will be anonymised.	How you will mitigate the risk to participants: Ethical code will be followed at all times. <i>(this box should expand as you type)</i>		
Risk to participants: No risk to participants, no sensitive data will be collected and all data will be anonymised.	How you will mitigate the risk to participants: Ethical code will be followed at all times. <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				
No sensitive data will be collected.					

	<i>(this box should expand as you type)</i>	
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	
	Risk to the investigator: No risk to the researcher, all research will be conducted with the business owner's consent.	How you will mitigate the risk to the investigator: The researcher will receive the owner's consent and conduct the research online / on the business premises.
5	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: No risk to the university – all ethical codes will be followed.	How you will mitigate the risk to the University: All ethical codes will be followed.
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: No risk, use of paper resources will be minimum, and data will be held on a passworded computer.	How you will mitigate the risk to environment: No risk, use of paper resources will be minimum.

	Disclosure and Barring Service			
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?	☐	☒	☐
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION I: Feedback, Consent and Confidentiality

1	Feedback
	Once they finish the questionnaire, participants will be given a brief explanation of the research's purpose. They will be thanked for their time and told that their responses will be used solely for this study. <i>(this box should expand as you type)</i>
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	Before beginning the questionnaire, participants will see a brief information sheet outlining what the research is about, what the survey involves, roughly how long it will take, how their responses will be used, and what rights they have as participants. They'll be told that taking part is entirely voluntary, and that they can skip any question they don't want to answer or stop and leave the survey at any point before they submit it. Only those

	who confirm they are aged 18 or over and agree to participate will be able to proceed to the questionnaire itself. Formal consent will be confirmed and recorded before any responses are collected.
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	(this box should expand as you type)

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☐	×
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	(this box should expand as you type)		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☐ ×
	If YES, provide a description of the special category data and explain why this data needs to be collected:		
4	(this box should expand as you type)		

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☐
6	University computers?	☐	☐
7	Private company computers?	☐	☐
8	Home or other personal computers?	☐	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☐
10	"Cloud" storage or websites?	☐	☐
11	Other – specify:	☐	☐

12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:
	Will be stored on a passworded personal laptop, access only by Researcher. <i>(this box should expand as you type)</i>

Data Protection			
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☐	☒
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, emails or telephone numbers?	☐	☒
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	<i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	Researcher and tutor <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:		
	Researcher <i>(this box should expand as you type)</i>		
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.		
	Data will be stored securely on a passworded computer <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtسد.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	No <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtسد.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	Luma Aal-khamees Aga	Date: 13/10/2026

For STUDENT Submissions:

2	Director of Studies/Supervisor:		Date:
3	Signature:		

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

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

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.
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