

University of Wales Trinity Saint David

Master of Business Administration

Proposal Initial Document:

**A Study on Purchase Intention of Artificial Meat with The
Base of Theory of Planned Behavior**

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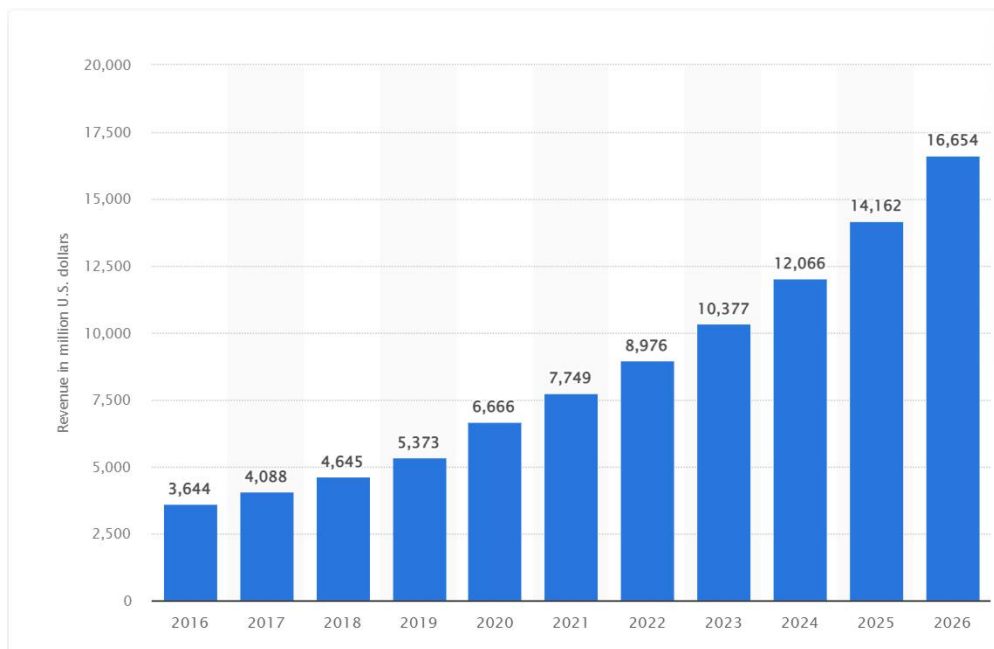
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CHAPTER 1

1. Introduction

Artificial meat is a substitute of conventional meat which referring to plant-based meat and cultured meat. Artificial meat was introduced in Hong Kong over the past few decades. Rooted in traditional Chinese cuisine, plant-based meat like vegetarian Lo Mei (made from wheat gluten), vegetarian chicken (made from bean curd) and snacks fried dough (齋燒鵝). It was well accepted in the market but variety of the plan-based meat is limited. In the past few years more people looking for healthy diet and concern on environment sustainability, meat alternatives becomes popular in the market. Besides Hong Kong, plant-based meat gained popularity globally. According to Statista, the market revenue of plant-based meat is estimated to have steady increase in the next few years and reach USD 16.7 billion in 2026.

Figure 1: Market revenue of plant-based meat worldwide from 2016 to 2026



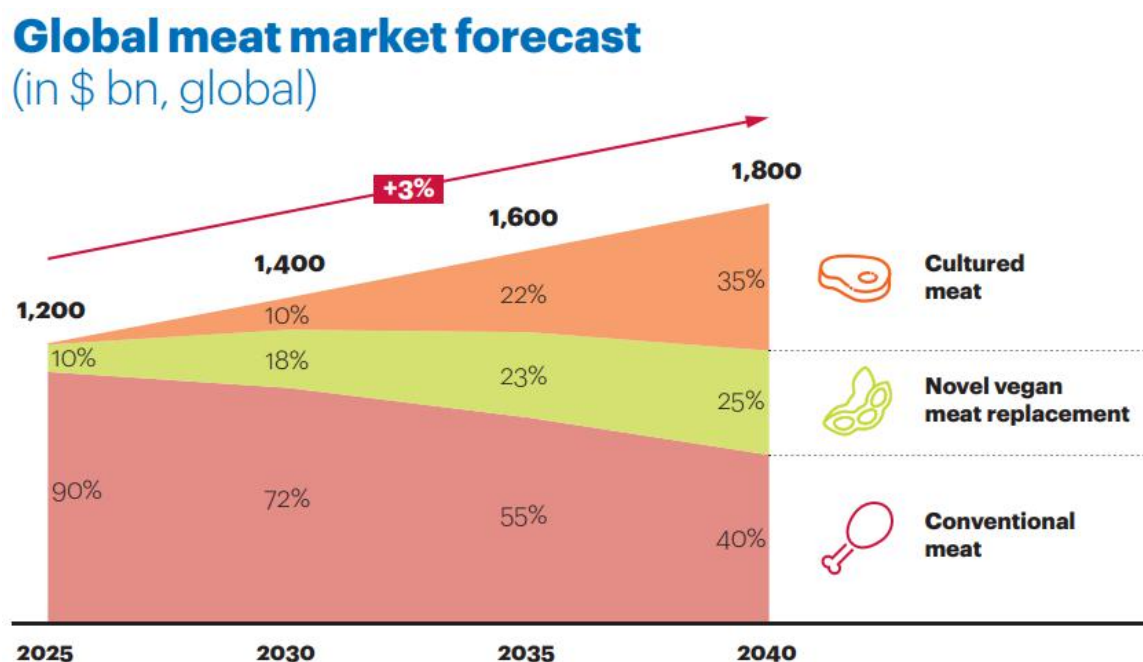
Source:

Statista (2020)

2. Research background and motivation

United Nations launched a report, the World Population Prospects (WPP) 2019 highlighted that the world's population is expected to increase by 2 billion in the next 30 years to 9.7 billion in 2050 and could peak at around 11 billion at the end of current century 2100. With the tremendous increase of population raising a concern on high global meat consumption and the supply of meat to the people in the future. According to the Food and Agriculture Organization of the United Nations (FAO) survey report, the demand of meat such as pork, poultry and beef will be increased by 73%. Besides the traditional meat production has several challenges due to climate change and resources shortage, therefore artificial meat could be a possible alternatives to cope with the issue. According to a 2019 report from A.T. Kearney (Figure 2), a global consultancy, artificial meat has potential to disrupt USD1,800 billion conventional meat industry. In Hong Kong the popularity of artificial meat is increasing tremendously. Around 170 restaurants putting artificial meat on their menu, around the growth of 70% from 2019 to 2020. Also a recent research conducted by Singapore food tech company Shiok Meats, more than 95% of Hong Kong people are willing to try conventional meat substitute cultured food. With the significant growth of the artificial meat industry, it is worth conducting detailed evaluation and analysis on different factors such as subjective norms, brand image, product knowledge and environmental concern which affect the purchase intention of Hong Kong people to buy artificial meat.

Figure 2: Global meat market forecast



Source: A.T. Kearney (2019)

3. Research questions

Based on the research background, this study addresses the following questions about the purchase intention of Hong Kong people to buy artificial meat:

1. What are the influences of the 4 factors including subjective norms, brand image, product knowledge and environmental concern to affect the purchase intention of Hong Kong people to buy artificial meats?
2. What are the relationship between 4 factors (subjective norms, brand image, product knowledge and environmental concern) and purchase intention to affect Hong Kong people to purchase artificial meats?
3. What are the recommendations based on the 4 factors subjective norms, brand image, product knowledge and environmental concern to affect Hong Kong people's purchase intention to buy artificial meat?

4. Research Aims

This study aims to examine the consumer's behaviour on the purchase intention to purchase artificial meat. Adopting theoretical basis of to analyze the 4 factors subjective norms, brand image, product knowledge and environmental concern) and purchase intention to have better understanding of the purchase intention of artificial meat.

5. Research Objectives

Based on the research background and questions, the objectives are as follow:

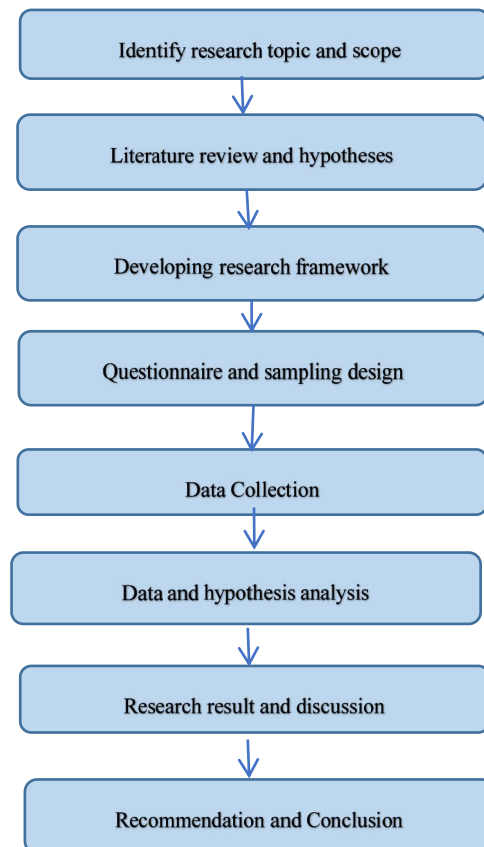
1. To explain and foresee consumer behavior patterns to purchase artificial meats by analyzing the subjective norms of Hong Kong people's belief about how significant others would like the person to behave and a person's perceived control over the behavior.
2. The level of product knowledge of artificial meat to affect consumer's purchase behaviour.
3. The awareness of environmental concern to affect consumer's purchase intention on artificial meat.

4. The importance of a strong brand image to affect consumer's purchase intention on artificial meat.

4. Research Flow

This study begins with identified the research topic and it is developed by literature review. The research model is built, hypotheses, dependent and independent variables are built up. The inter-relationship variables are examined. The research will be separated into quantitative and qualitative approach. Quantitative approach will be conducted by questionnaire survey, calculating sample size by estimate population dispersion. 384 questionnaires will be distributed to evaluate Hong Kong people's purchase intention on artificial meat. Qualitative approach will be performed by in depth interview with focus group, providing descriptive evaluation on the purchase intention on artificial meat. The 2 approaches are based on the hypotheses and data analysis on descriptive statistics, reliability test, correlation test and regression model. Research limitation, recommendations, conclusions and suggestions for further research are provided. Figure 1 shows the flow chart of this research.

Figure 3: The research flow chart



CHAPTER 2

2. Literature Review

This chapter will introduce the 4 factors (subjective norms, brand image, product knowledge and environmental concern) and its relationship with purchase intention according to the definition of previous researches and scholars. Illustrate different views and theories, citing relevant research results to explain the factors.

2.1 Brand image

Brand image is the perception of the brand in the mind of customer. It is a set of ideas, beliefs and impression that a person holds regarding an object. (Kotler, 2001). A brand with positive image tends to be easier for consumer to remember and accepted. With positive brand image can influence consumers to buy the product and service (Fianto et al. 2014), also consumer behavior like consumer satisfaction and consumer loyalty. (Zhang, 2015).

2.2 Product knowledge

Product knowledge referred to consumers' awareness of information and products (Wang and Hazen, 2014). Different levels of product knowledge may lead to consumer to make different decisions. Consumer with higher level of product knowledge are more familiar to the products and able to evaluate product attributes and quality.

2.3 Environmental concern

Environmental concern is a measure of individual's attitudes towards the environment. It does not directly affect purchase intention but it helps the consumers to understand the environmental consequences of purchasing the products (Newton et al. 2015). Environmental concern plays a role in purchase intention and Lee (2008) affirmed that it is an indicator using to predict consumer's purchasing behavior regarding on green products

2.4 Subjective norms

Subjective norms referred to the perceived expectations from others which influence another user to perform a particular behaviour (Ajzen, 1991). Wedayanti & Giantari (2016) has similar definition, their view on subjective norms are the views considered important by an individual who advise another individual to perform or not perform certain behaviors and the motivation together with willingness to do or not to do something that is considered important. Subjective norm is also a norm which departed from the inner element or the human conscience (Sumaryono, 2012).

2.5 Purchase intention

According to Fishbein and Ajzen (1997), purchase intention may be the main predictor of any behavior. The main theories that have impacted the prediction of human behavior from a social psychology standpoint were reviewed to determine which factors influence purchase intention, for example Theory of Planned Behavior TPB. The theory has strongly proved being effective to predict human behavior in many contents. Edi (2011) thinks that purchase intention refers to the consumer's plans to buy a certain product or service. Actual consumer's behavior can be predicted through their intention. Customer intention provides the best determinant of a person's behavior. This intention then helps to provide an understanding of actual behavior of the customer.

CHAPTER 3

RESEARCH METHODOLOGY

3. Research methodology

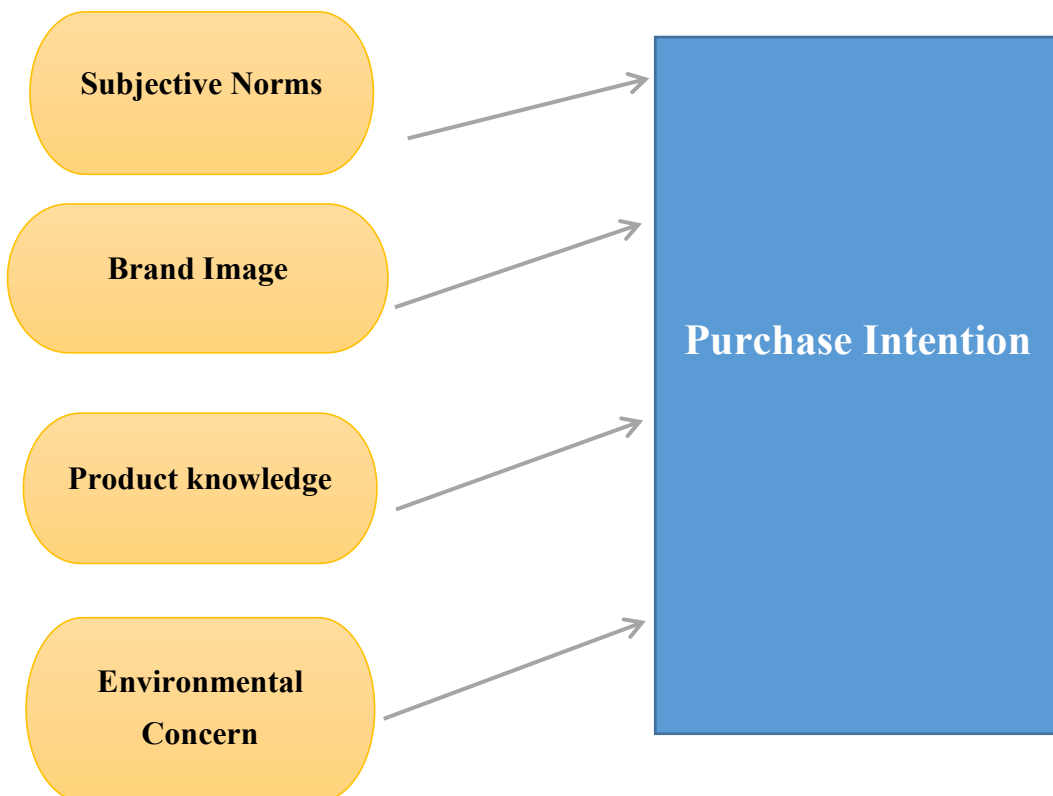
From the above discussion and research purposes, the research methodology of this research is based on consumer's product knowledge, brand image, environmental concern and subjective norms towards purchase intention.

3.1 Hypothesis and Research Model

This study has been developed a research framework as shown in Figure 2 in order to illustrate the effect of brand image, product knowledge, environmental concern and TBP variables towards purchase intention on artificial meat.

Figure 4: Research Model

The Theory of Planned Behavior



3.2 Research data

To achieve the objective of this study, the literature review of 4 factors including subjective norms, brand image, environmental concern and product knowledge were applied in the context of consumer's behavior studies which are factors affect purchase intention on artificial meat.

3.3 Design of Questionnaires

The research questionnaire with 30 questions based on the research model in figure 4 and conducted in English. The target audience of questionnaire would be aged 20-70 people in Hong Kong. There are 2 parts of questionnaire. The 1st part would be demographic characteristics with multiple choices answer, for example, age, education level and etc. The 2nd part is consisted of questions related to 6 independent variables including attitudes, subjective norms, perceived behavioral control, brand image, product knowledge and environmental concern. Measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (7).

3.4 Data Analysis

Statistical techniques was used to accomplish the objective of the study and test the hypothesis. To analyse the collected data, the research has applied Social Sciences (SPSS) version 22.0 software which is commonly use by researcher of social science studies.

3.4.1 Reliability Test

Reliability test applied to check the conformity of the data which is frequently use to measure the consistency of research data. Generally accepted rule is that α of 0.6-0.7 indicates an acceptable level of reliability while 0.8 or greater a very good level. However values higher than 0.95 are not necessarily good, since they might be an indication of redundant (Hulin, Netemeyer & Cudeck, 2001).

3.4.2 Correlation Analysis

Correlation analysis applied to analysis the correlation between two variables and how it affects each other. It is usually use to analysis quantitative data in research methods such as surveys and polls to identify the patterns and trends.

3.4.3 Regression on Analysis

Simple Linear Regression applied to evaluates how independent variable affects dependent variable. It is used to test the link between independent variables (attitudes, subjective norm, perceived behavioral control, brand image, product knowledge and environmental concern) and dependent variable (purchase intention to buy artificial meat), evaluate the strength of their influence on willingness to purchase artificial meat.

4.Research limitations

This study strives to be objective, complete and clear throughout the research process but it may be limited to the impact of time constraint, cost and personal experience. The focus group may not be broad enough to fully explain the characteristic of the 4 variables and the dimension may not be completed. Also other potential variables have not been discovered and there may be different views and definitions on the variables lead to different results. The research area is in Hong Kong and the research can be extended to international research in the future.

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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:	<u>Lai Wing Yi Adda</u>			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☐	Postgraduate Research Student
					☒
3	Institute/Academic Discipline/Centre:	University of Wales Trinity Saint David			
4	Campus:	Hong Kong, South Sea Center			
5	E-mail address:	<u>Lai.adda@gmail.com</u>			
6	Contact Telephone Number:	(852) 9669 6071			
For students:					
7	Student Number:	2019399			
8	Programme of Study:	Master of Business Administration			
9	Director of Studies/Supervisor:	<u>Dr. Arion Wong</u>			

SECTION B: Approval for Research Activity

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

SECTION C: Internal and External Ethical Guidance Materials

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

SECTION D: External Collaborative Research Activity

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

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

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

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

1	Indicative title:	The purchase intention on artificial meat (Plant-Based Meat and Cultured Meat)		
2	Proposed start date:	15 Oct 2021	Proposed end date:	29 Apr 2022
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how <u>Existing Research</u> has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>			
3	Purpose of Research Activity With the significant growth of the artificial meat industry, it is worth conducting detailed evaluation and analysis on different factors such as subjective norms, brand image, product knowledge and environmental concern which affect the purchase intention of Hong Kong people to buy artificial meat.			
4	Research Question 1. What are the influences of the 4 factors (including subjective norms, brand image, product knowledge and environmental concern) to affect the purchase intention of Hong Kong people to buy artificial meats? 2. What are the relationship between 4 factors (subjective norms, brand image, product knowledge and environmental concern) and purchase intention to affect Hong Kong people to purchase artificial meats? 3. What are the recommendations based on the 4 factors (subjective norms, brand image, product knowledge and environmental concern) to affect Hong Kong people's purchase intention to buy artificial meat? (This box should expand as you type)			
5	Aims of Research Activity The consumer's behaviour on the purchase intention to purchase artificial meat. Adopting theoretical basis of to analyze the 4 factors (subjective norms, brand image, product knowledge and environmental concern) and purchase intention to have better understanding of the purchase intention of artificial meat. (This box should expand as you type)			
6	Objectives of Research Activity 1. To explain and foresee consumer behavior patterns to purchase artificial meats by analyzing the subjective norms of Hong Kong people's belief about how significant others would like the person to behave and a person's perceived control over the behavior. 2. The level of product knowledge of artificial meat to affect consumer's purchase behaviour. 3. The awareness of environmental concern to affect consumer's purchase intention on artificial meat. 4. The importance of a strong brand image to affect consumer's purchase intention on artificial meat.			

7	Proposed methods (maximum 800 words) This study begins with identified the research topic and it is developed by literature review. The research model is built, hypotheses, dependent and independent variables are built up. The inter-relationship variables are examined. The research will be separated into quantitative and qualitative approach. Quantitative approach will be conducted by questionnaire survey, calculating sample size by estimate population dispersion. 384 questionnaires will be distributed to evaluate Hong Kong people's purchase intention on artificial meat. Qualitative approach will be performed by in depth interview with focus group, providing descriptive evaluation on the purchase intention on artificial meat. The 2 approaches are based on the hypotheses and data analysis on descriptive statistics, reliability test, correlation test and regression model. Research limitation, recommendations, conclusions and suggestions for further research are provided
8	Location of research activity Hong Kong
9	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/trained societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licences 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.
	Not outside of the UK <i>(This box should expand as you type)</i>

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. <i>(This box should expand as you type)</i>		

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

18	A globally responsible Wales	☐	☒
19	If YES to any of the above, please give details:		
	(This box should expand as you type)		

SECTION F: Scope of Research Activity

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

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

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

SECTION G: Intended Participants

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

Who are the intended participants:		
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		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?	384 (this box should expand as you type)
11	Who will the participants be?	Hong Kong people, age group 20-70 (this box should expand as you type)
12	How will you identify the participants?	Snowballing (this box should expand as you type)

Information for participants:		YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☒	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☒
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☐	☒
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐

21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
22	If NO to any of above questions, please give an explanation			
	(This box should expand as you type)			

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

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.			
1	Full risk assessment completed and appended?	Yes	☐
		No	☒
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information		
	Risk to participants: N/A <i>(This box should expand as you type)</i>	How you will mitigate the risk to participants: N/A <i>(This box should expand as you type)</i>	
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities.		
	N/A <i>(This box should expand as you type)</i>		
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest		
	Risk to the investigator: N/A	How you will mitigate the risk to the investigator: N/A	

	<i>(This box should expand as you type)</i>	<i>(This box should expand as you type)</i>
5	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: N/A <i>(This box should expand as you type)</i>	How you will mitigate the risk to the University: N/A <i>(This box should expand as you type)</i>
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: N/A <i>(This box should expand as you type)</i>	How you will mitigate the risk to environment: N/A <i>(This box should expand as you type)</i>

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

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	The debriefing will be verbally provided immediately after the interview Their data will be treated with Full confidentiality <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.
	Consent will be explained verbally before inviting the participants for interview as well as before the interviews starts <i>(This box should expand as you type)</i>
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	No personal data will be collected during the research activity <i>(This box should expand as you type)</i>

SECTION J: Data Protection and Storage

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

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☒
6	University computers?	☐	☒
7	Private company computers?	☐	☒
8	Home or other personal computers?	☒	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
10	"Cloud" storage or websites?	☒	☐
11	Other – specify:	☐	☒
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	N/A (This box should expand as you type)		

Data Protection			
	Will the research activity involve any of the following activities:	YES	NO



13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☒	☐
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	Download data in Excel file from google form and then transfer the data to SPSS for data analysis Used of personal emails and telephone numbers to send out the questionnaires <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 <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 <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 delete upon the research completion <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSO Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. (Most relevant to academic staff)		
	N/A <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSO guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	 Date: 13 Dec 2021

For STUDENT Submissions:

2	Director of Studies/Supervisor:	WONG CHI HONG	Date: 19 Dec 2021
3	Signature:		

For STAFF Submissions:

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

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

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

RESEARCH STUDENTS AND STAFF ONLY

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

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