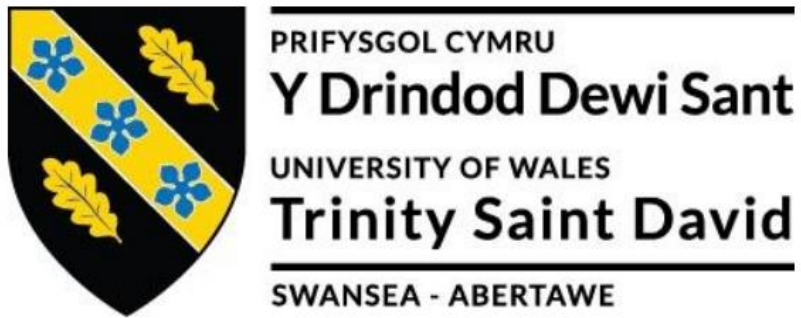




FACTORS INFLUENCE HONG KONG DISNEYLAND THEME PARK TICKET AND RETAIL
STORES PURCHASE INTENTION

A Dissertation proposal for the Master of Business Administration (MBA) 2022

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Table of Contents

	Page
Cover Page	i
Table of Contents	ii
List of Tables	iv
List of Figures	iv
Chapter 1 Introduction	1
1.1 Research background	1
1.2 Research motivation	2
1.3 Statement of problems	3
1.4 Research aims and objectives	4
1.5 Summary	4
Chapter 2 Literature Review	6
2.1 Price related	6
2.1.1 Construct and measurement	6
2.2 Value related	7
2.2.1 Construct and measurement	8
2.3 Function related	9
2.3.1 Construct and measurement	10
2.4 Information features	11
2.4.1 Construct and measurement	12
2.5 Service quality	13
2.5.1 Construct and measurement	13
2.6 Theme Park ticket purchase intention	14
2.6.1 Construct and measurement	15
2.7 Empathy	15
2.7.1 Construct and measurement	16
2.8 Convenience	17
2.8.1 Construct and measurement	18
2.9 Price sensitivity	19
2.9.1 Construct and measurement	19
2.10 Physical environment	20
2.10.1 Construct and measurement	21
2.11 Customer trust	22
2.11.1 Construct and measurement	22
2.12 Retail shop products purchase intention	23
2.12.1 Construct and measurement	23
2.13 Formulation of hypothesis	23

Chapter 3	Research Methodology	25
3.1	Research model with hypothesis	25
3.2	Triangulation	25
3.3	Quantitative and qualitative research	26
3.4	Focus group	27
3.5	Questionnaire design	27
3.6	Pilot Test	29
3.7	Final survey	29
3.7.1	Target population	29
3.7.2	Sampling method	29
3.7.3	Sampling size	29
3.8	Data analysis techniques	30
3.9	Research method limitations	30
3.10	Research ethics	31
References		32
Ethical Form		46

List of Tables		Page
Table 1	Hong Kong Disneyland Company financial performance 2016 to 2020	2
Table 2	The Park attendance numbers and origins from 2016-2020	4
Table 3	Definition of Price	6
Table 4	Measurement of price	7
Table 5	Definition of value	8
Table 6	Measurement of value	9
Table 7	Definition of function	10
Table 8	Measurement of function	11
Table 9	Definition of information features	12
Table 10	Measurement of information features	12
Table 11	Definition of service quality	13
Table 12	Measurement of service quality	14
Table 13	Definition of purchase intention	14
Table 14	Measurement of purchase intention	15
Table 15	Definition of empathy	16
Table 16	Measurement of empathy	17
Table 17	Definition of convenience	18
Table 18	Measurement of convenience	18
Table 19	Definition of price sensitivity	19
Table 20	Measurement of price sensitivity	20
Table 21	Definition of physical environment	21
Table 22	Measurement of physical environment	21
Table 23	Definition of customer trust	22
Table 24	Measurement of customer trust	23
Table 25	Formulation of hypothesis	24
Table 26	Questionnaire Survey	28

List of Figures

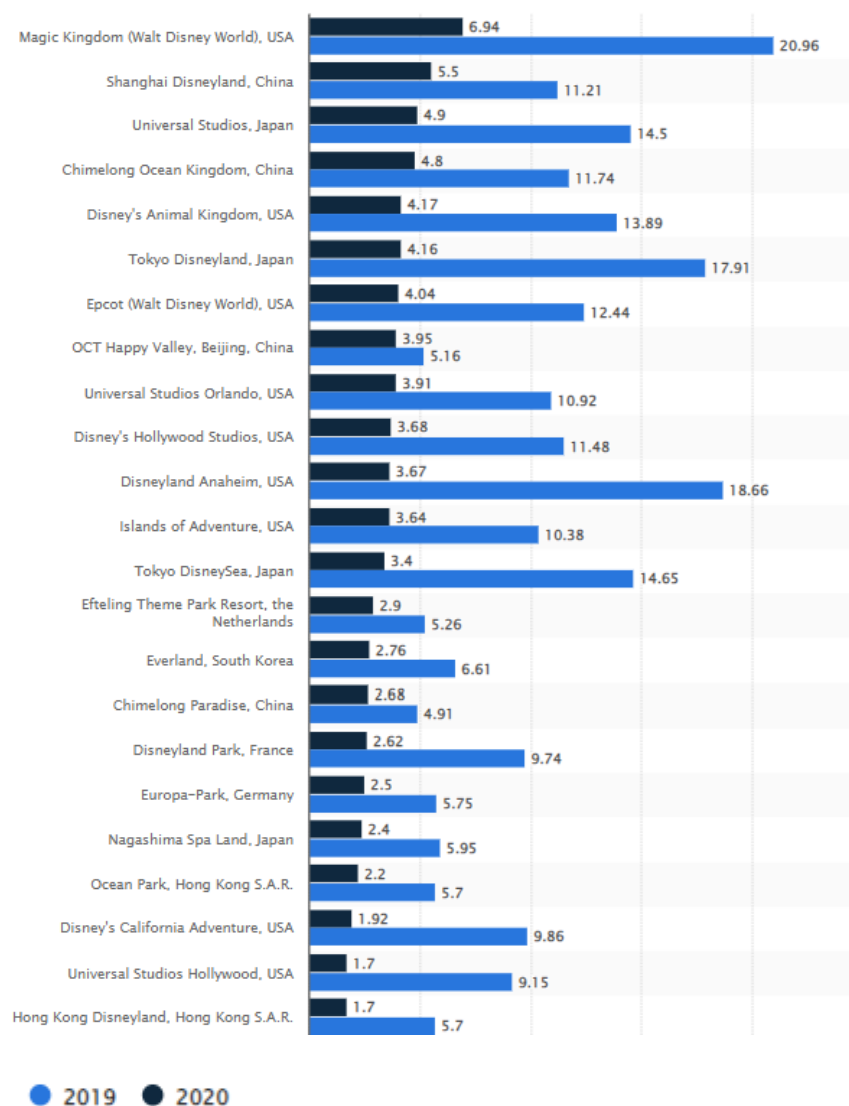
Figure 1	Amusement and theme parks worldwide, 2019 - 2020, by attendance (millions)	1
Figure 2	Theme Park three level of product	3
Figure 3	Flowchart of the Research	5
Figure 4	Gantt Chart for Research Timetable	5
Figure 5	Hypothesis of the Park ticket and retail products intention	25
Figure 6	Qualitative and Quantitative Research Methodologies	26
Figure 7	Primary Data Collection Process	26
Figure 8	Sampling size formula	30

Chapter 1: Introduction

1.1 Research background

Theme parks are one of the most attractive scenes in tourism destinations. For the top 10 operators, there are more than 500 million visitors (Themed Entertainment Association, 2019). A theme park is an aggregation and consolidation themed attractions which include landscape, events, shows, catering services, costumed staff services and retail shops (Heo, 2009). The blueprint for permanent amusement parks like that at Blackpool lay in America at the end of the 19th century (Wood, 2017). Nowadays, there are many theme parks globally.

Figure 1: Amusement and theme parks worldwide, 2019 - 2020, by attendance (millions)



Source: Statista, 2022a

Figure 1 shows the top theme parks attendance in 2019 and 2020. In the top 10 theme parks, 6 out of 10 belong to Disney group. Hong Kong Disneyland ranks 23 in this chart which is slightly lower than Hong Kong Ocean Park.

1.2 Research motivation

The tourism industry is one of the major pillars of the economy of Hong Kong. In 2018, it contributed about 4.5% of Hong Kong's GDP (Hong Kong Tourism, 2020). HKDL consists of a theme park and three hotels. Since 2006, HKDL has ranked among the top five most popular places to visit in Hong Kong (HKDL Introduction, 2022).

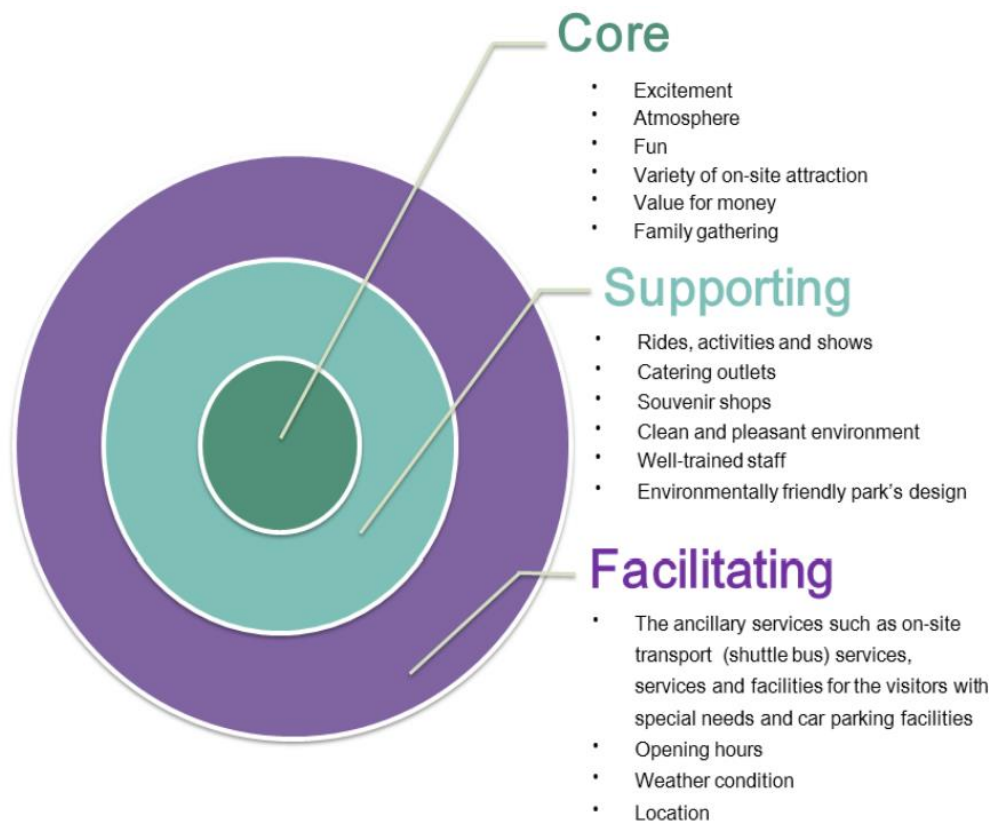
Table 1: Hong Kong Disneyland Company financial performance 2016 to 2020

HK\$ millions \ Year	2020	2019	2018	2017	2016
Revenue	1443	6047	6021	5118	4750
Costs and Expenses	-2908	-4921	-4666	-4204	-4035
Earnings before interest, taxes, depreciation and amortisation	-1465	1126	1355	914	715
Depreciation and amortisation	-1211	-1250	-1384	-1242	-890
Net finance income/(cost)	14	19	-25	-17	4
NET PROFIT/(LOSS)	-2662	-105	-54	-345	-171

Source: HKDL annual reports, 2017 – 2021

Table 1 shows HKDL kept loss of money from 2016 to 2020 and its revenue decreased from 6 billion to 1.4 billion during COVID-19.

Figure 2: Theme Park three level of product



Source: Kotler, 1994; Swarbrooke, 1995

Figure 2 shows the different level of product and services that Theme Park provides. This study will drill down to the detail aspects of each level of products of the Hong Kong Disneyland Park.

1.3 Statement of problems

Table 2 shows the Park attendance numbers and hotel occupancy decreased a lot during COVID-19. The capacity for the Park is 34,000 per day (Chan, 2006). If counting Disneyland operates 365 days a year, the full visitor capacity is 12.4 million. The number of visitors before COVID-19 is around 50% of the full capacity. One of the key elements to drive for more revenue and profit is to increase the number of visitors to the Park.

Table 2: The Park attendance numbers and origins from 2016-2020

Year	2020	2019	2018	2017	2016
Park Attendance (millions)	1.7	6.5	6.7	6.2	6.1
Hotel Occupancy	15%	74%	75%	69%	79%

Source: Disney annual reports, 2016-2020

The problems for HKDL are to the low park attendance and decreasing revenue. The first step is to attract visitors to purchase the Park ticket. It is important to identify what factors have positive influence to the purchase intention of the Park ticket and products.

1.4 Research aims and objectives

The aim of the report is to investigate what factors impact the purchase intention. The study's objectives are as follow:

- i. To ascertain the five factors: price related, value related, function related, information features and service quality and demographic factor that influence the customers ticket purchase intention of the Park.
- ii. To ascertain the five factors: empathy, convenience, price sensitivity, physical environment and customer trust and demographic factor that influence the customers purchase intention of the Park's retail shop products.
- iii. To interpret the relationship between above factors and ticket purchase intention and product purchase intention based on focus group and survey for qualitative and quantitative respectively; and
- iv. To assess the impact of the purchase attention to the HKDL to provide the findings of this study have practical implications to the management of HKDL to help the business development and future sustainability.

1.5 Summary

The research structure is depicted in Figure 3 below which includes introduction, literature review, research methodology, result & data analysis and conclusion & recommendations.

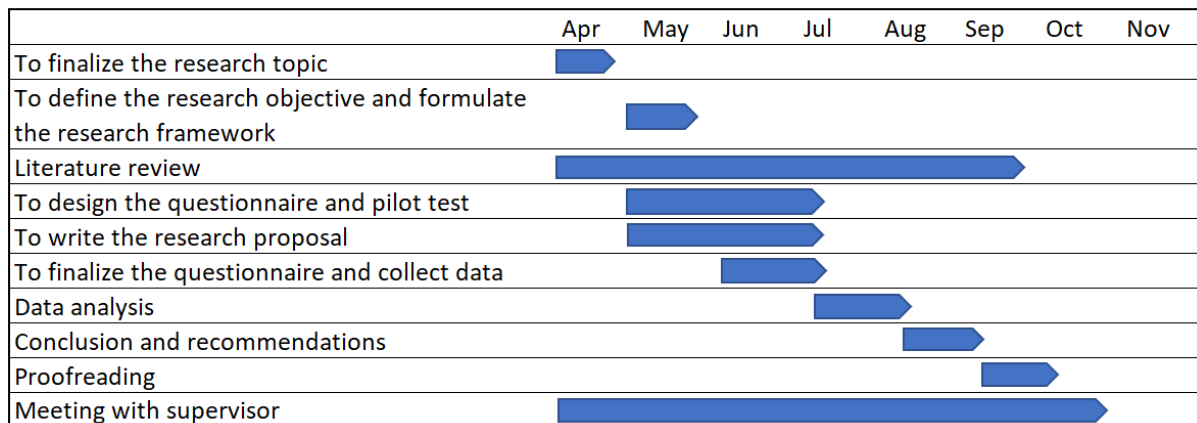
Figure 3: Flowchart of the Research



Source: Constructed by the author

Figure 4 is the workflow of this study to show the steps and timelines of this study from Apr to Nov 2022.

Figure 4: Gantt Chart for Research Timetable



Source: Constructed by the author

Chapter 2: Literature Review

This chapter will summarize the definition and measurement of the factors and purchase intention. The related empirical studies were also used to review and organize the literature and develop the theoretical framework for this study's theoretical foundation.

2.1 Price related

Price is the number of monetary units which a buyer must hand over for one unit of a product or a kind of service (Simon and Fassnacht, 2019).

Table 3: Definition of Price

Literature	Definition
Bowden (1983)	Price, the amount of money that has to be paid to acquire a given product.
Smith (2017)	Price should reflect value. Pricing moves customers, market share and stock prices.
Houthakker and Williamson (1996)	Price is the monetary value of a good, service or resource established during a transaction.
Sexton (2020)	A price is the (usually not negative) quantity of payment or compensation given by one party to another in return for goods or services.
Gentry and Wilkerson (2018)	In modern economies, prices are generally expressed in units of some form of currency.
Rosenbaum-Elliott (2018)	The price of an item is also called the "price point", especially if it refers to stores that set a limited number of price points.
Raa (2017)	Basic price is the amount that producer receive from buyer for a unit of good or service produced minus any taxes payable and plus subsidies payable on that unit as the result of its production or sales.
Baumol, Blinder and Solow (2020)	Price can be quoted to currency, quantities of goods or vouchers.

Source: Constructed by the author

2.1.1 Construct and measurement

There can be two or more prices with different customer acceptance (Sarkissian, 2020).

The study and questionnaire measure the price on the effect of the different price acceptance on price-level or discount perceptions (Fecher, Robbert and Roth, 2019).

Table 4: Measurement of price

Literature	Measurement
Monczka et al. 2014	effectiveness of pricing need to measure the actual results for each variable that might be a factor in determining whether or not a customer buys.
Schindler (2012)	One of effective pricing strategy is to create tiers allows people to structure the pricing in a way that's appealing to a number of different personas.
Majnoni and Massa (1996)	The real indicators of price effectiveness includes each different customer segment.
Kitchen (2005)	Promotional pricing can help with customer acquisition by encouraging cost-conscious shoppers to buy. A promotional pricing strategy works best in the short-term.
Hinterhuber and Snelgrove (2022)	Value pricing is perhaps the most important pricing strategy of all. This takes into account how beneficial, high-quality, and important your customers believe your products or services to be.
Mcguigan, Moyer and Deb (2017)	To measure incumbent customers versus new customers acceptance of price is also important.
Wiehenbrauk (2010)	Promotions effectiveness is measured the four metrics: profits, sales volume, customer satisfaction, and achievement of goals.
Witt and Moutinho (1995)	Offering special price discounts to targeted customers for a limited timeframe.

Source: Constructed by the author

2.2 Value related

Product or service value is what the customer believes it is worth to them (Patel and Oakley, 2009). It could refer to its competitive advantages, superior values and benefits to the customers (Tajvidi and Azhdar Karami, 2015).

Table 5: Definition of value

Literature	Definition
Machado, Strydom and Cant (1999)	Product value is the benefit that a customer gets by using a product to satisfy their needs, minus associated costs.
Sarvary and Firm (2012)	Product value can be calculated and explained by analyzing how a product specifically addresses customer needs.
Kenyon and Sen (2015)	Product value is an extrinsic indicator of the core benefits a product delivers to customers.
Mason and Evans (2018)	Product value is the perceived worth of a product or service in the eyes of customers.
Walters (2002)	The difference between value and price equals the customer's incentive to purchase.
Fornell et al. (2021)	Value" of any product and service is the satisfaction of a consumer anticipated outcome+cost out of that product and service.
Salvendy and Karwowski (2010)	The business value of a service concerns the value of the service to the customer, in the context of the customer's own activities or processes.
Kaufman (2020)	The definition of service is taking action to create value for someone else. The Four Categories: Primary Product, Delivery Systems, Service Mindset and Ongoing Relationship.

Source: Constructed by the author

2.2.1 Construct and measurement

This study questionnaire focuses on a trade-off between benefits and cost in service offerings (Yang et al., 2022).

Table 6: Measurement of value

Literature	Measurement
Goel and Goel (2020)	The measure of value is the function of money that enables the values of different goods and services to be compared, also referred to as a unit of value.
Woodside, Golfetto and Gibbert (2009)	To create a customer value metrics by different variables.
Furusten, Werr and Ebrary (2005)	Customer value measures a product or service's worth and compares it to its possible alternatives
Prevos (2018)	It measure customers' perception of functional, purpose is fulfilled, economic and experiential.
Münstermann (2015)	Find key drivers of value across all four dimensions by using qualitative research.
Stahl and Dean (1999)	Value is often subjective, and it is based on your customers' perception of what is important them.
Boone (2015)	Knowing exactly what customers want, need, and expect from your company, and conveying that information to employees is the key to retaining valued customers.
Hill (2016)	Look at your product or service through the eyes of your (potential) customer.

Source: Constructed by the author

2.3 Function related

A function defines a relationship between a set of inputs and a set of potential outputs (Tadelis, 2013). Theme Park provides primary function of leisure services as well as other functions (McClean, Hurd and Anderson, 2019).

Table 7: Definition of function

Literature	Definition
Kuo (2022)	The production function is the calculation by which the number of inputs creates a number of outputs.
Schurr and Power (1991)	A production function is customarily assumed to specify the maximum output obtainable from a given set of inputs.
Seth (2016)	production function, in economics, equation that expresses the relationship between the quantities of productive factors (such as labour and capital) used and the amount of product obtained.
Hussain (2010)	A production function can be defined as the specification of the minimum input requirements needed to produce designated quantities of output.
Cavalcanti (2015)	The product function describes a boundary or frontier representing the limit of output obtainable from each feasible combination of input.
Kosaka, Wu and Xing (2020)	The service function is a novel concept and is particularly relevant for industrial firms.
Cudny (2018)	The function of tourism is tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure.
Langerak, Commandeur and Ten (1995)	Service function includes not only the service organization, but also other organizational units that directly or indirectly have a role in the service development, sales, delivery and renewal process.

Source: Constructed by the author

2.3.1 Construct and measurement

The measurement of functions of the Theme Park can be for entertainment direction, educational, cultural etc (Mullan and Marvin, 1999). The questionnaire focuses on the entertainment providing elements to investigate the function of the Park offering to customers.

Table 8: Measurement of function

Literature	Measurement
Jürgens (2000)	To evaluate product technical performance metrics of product function.
Epstein, Verbeeten and Widener (2016)	To calculate product business performance metrics.
Gold and Tzuo (2020)	To determine product usage and engagement metrics.
Frow (2013)	To measure cross-selling and up-selling metrics.
Kawamura, Kurumatani and Ohuchi (2004)	The role of attractions within the theme park's physical environment, as attractions are the main factor determining visitor's individual preferences of theme parks.
Pike and Beames (2013)	One of the functions of theme park is to ensure the conditions, the purpose of which is to explore the world in the process of entertainment.
McLean, Hurd and Anderson (2019)	Theme park plays self-improvement function: promotes physical well-being and physical activity as well as cognitive improvement.
Clavé (2011)	Theme park provides social function which allows people to interact in a socially safe environment with friends and family, while sparking new relationships with strangers.

Source: Constructed by the author

2.4 Information features

Information can be described as data that has been transformed into a meaningful and useful form for specific purposes (Nieuwenhuizen, Rossouw and Badenhorst, 2012).

Table 9: Definition of information features

Literature	Definition
Baker (1998)	An advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales.
Winer and Dhar (2014)	Advertising is a means of communication with the users of a product or service.
Zyman and Brott (2004)	Advertising is a paid notice that tells people about a product or service.
Zeiser (2015)	Advertisement is a public notice, especially for one published in the press or broadcast over the air.
Mogaji (2021)	An advertisement is an announcement online, or in a newspaper, on television, or on a poster about something such as a product, event, or job.
Gupta (2009)	Advertising is something that is shown or presented to the public to help sell a product or to make an announcement.
Simões (2008)	Advertising, the techniques and practices used to bring products, services, to public notice for the purpose of persuading the public to respond.
Rosenbaum-Elliott (2018)	Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product or service.

Source: Constructed by the author

2.4.1 Construct and measurement

The questionnaire measures the information features from advertisement (Wang, Zhao and Wan, 2022) and customers' comments (Yang, Xu and Xing, 2022).

Table 10: Measurement of information features

Literature	Measurement
Boone (2015)	To measure the advertising effectiveness, people can analyze site traffic.
Davis and Press (2012)	To measure the lead quality which refers to how likely leads are to turn into customers.
Katz (2022)	Survey testing to identify how many people saw your ad.
Shimp and Andrews (2013)	Find out what viewers thought of the ad.
Peterson (1982)	Various kinds of tests: exposure; attention, comprehension, attitude change, and behavior or action.
Mccabe (2012)	A standard KPI to measure your digital advertising campaigns' effectiveness is your return on ad spend.
Mooij (2019)	The success of mobile advertising typically has been measured predominantly by the number of clicks that a campaign generates.
Hanlon (2019)	Online comments is a core feedback of online advertising.

Source: Conducted by the author

2.5 Service quality

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers (Kandampully et al., 2010).

Table 11: Definition of service quality

Literature	Definition
Siu et al. (2015)	Service quality is an achievement in customer service.
Kotler, Keller and Lu (2009)	Customers compare perceived service with expected service.
Shanthi (2015)	Service quality is an assessment of how well a delivered service conforms to the client's expectations.
David (2009)	Service quality is a model to understand customer satisfaction by analyzing the gap between the customer experience on the services provided and customer expectations.
Jamal, Raj and Griffin (2019)	As the extent to which a service meets customer's needs or expectations.
Wilson et al. (2021)	It defined as the ability of the company to inspire trust and confidence in the service delivery.
Powers and Barrows (1999)	It refers to knowledge and courtesy of the employees and their ability to inspire trust and confidence in the customer toward the company.
Wirtz and Lovelock (2016)	Service Quality means the reliability of the delivered service to enable the customer to utilize the service for its intended use.

Source: Conducted by the author

2.5.1 Construct and measurement

The study measures service quality from online booking (Yang, Xu and Xing, 2022) and staff attitude and service (Lv et al., 2021).

Table 12: Measurement of service quality

Schneider and White (2004)	Popular and standard way to measure service quality: SERVQUAL.
Hill (1996)	Service quality measures how well a service is delivered, compared to customer expectations.
Hague (2019)	RATER - reliability, assurance, tangible, empathy and responsiveness.
Sturman et al. (2011)	Service quality tends to focus on timely service, server attentiveness, and friendliness.
Parasuraman et al. (1986)	10 dimensions to measure service quality: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles.
Mikkola (2015)	Customer Effort Score (CES) to measure service quality.
Moreno and Radovic (2018)	Social media monitoring.
Awasthi and Grzybowska (2020)	In-app survey.

Source: Conducted by the author

2.6 Theme Park ticket purchase intention

Purchase intention is the willingness of a customer to buy a certain product or service. It is impacted by various factors (Hellier et al. 1999).

Table 13: Definition of purchase intention

Literature	Definition
Jamal (2015)	Purchase intention is the probability that a consumer will buy a product or service
Estelami (2012)	The Sum total of cognitive, affective and behavioural towards purchase, and use of the product, services.
Coetzer (2019)	It is the probability, the degree of willingness and inclination of consumers to buy a product or service.
Kandampully (2012)	Define purchase intention as a situation where consumer tends to buy a certain product in certain condition.
East et al. (2017)	it is a specific measure or rating of consumers' stated purchase likelihood.
Carvalho et al. (2020)	Purchase intention is the tendency that consumers have intention to buy a brand or actions related to purchase.
Chaffey and Smith (2017)	It refers to the mindset of your audience as it relates to purchasing.
Schiffman and Wisenblit (2019)	Purchase intention is the transaction behaviour that the customer exhibits after evaluating the goods and services.

Source: Constructed by the author

2.6.1 Construct and measurement

In this study, the questionnaire measure purchase intention of if customers are willing to buy the ticket or ticket package, and if they will recommend Hong Kong Disneyland Park to their friends.

Table 14: Measurement of purchase intention

Literature	Measurement
Blythe (2013)	Measure the expressed intention to purchase using a scale.
Sokolowski (2011)	A measure of the respondent's attitude towards purchasing a product or availing a service.
Marr (2016)	Using questionnaires such as "How likely are you to purchase product x in the next y months?"
Smith (2004)	To measure each shopper's propensity to buy a product or service.
Allen (2015)	To be measured at the moment in which the user is faced with a real possibility of purchase.
Baron, Harris and Hilton (2009)	Can be used to test the implementation of a new distribution channel.
Banks (1978)	Measures adversely their predictive accuracy as well as their ability to do among alternative stimuli.
Meyer and Crane (2013)	5-point Likert scale question of willingness to buy.

Source: Constructed by the author

2.7 Empathy

In business field, empathy is to stand in your customer's shoes to think about what they need, how they feel and how to support them (Bates and Petouhoff, 2021).

Table 15: Definition of empathy

Literature	Definition
Hasson (2015)	The ability to detect and understand other people's feelings
Mar and Gregorio-Godeo (2017)	To demonstrate that understanding is a core element of social interactions in the workplace and the marketplace.
Pallapa (2021)	Customer empathy is understanding the underlying needs and feelings of customers.
Liozu (2016)	Understand that we all have different needs, challenges and perspectives.
Mesich (2016)	The action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings.
Crane and Al (2008)	Corporate empathy is how the company shows compassion for outside initiatives.
Leboeuf (1997)	To see the world through their eyes, and understand how your business fits into their lives.
Thompson (2019)	A formal definition of Empathy is the ability to identify and understand another's situation, feelings and motives.

Source: Constructed by the author

2.7.1 Construct and measurement

In this study, the questionnaire focuses on how customers think of the Park's staff service and if some of the arrangements are beneficial.

Table 16: Measurement of empathy

Literature	Measurement
Slavik and Carlson (2016)	Perspective Taking – the tendency to spontaneously adopt the psychological point of view of others.
Keen (2022)	Fantasy – taps respondents' tendencies to transpose themselves imaginatively into the feelings and actions of fictitious characters in books, movies, and plays.
Lux and Weigel (2021)	Empathic Concern – assesses "other-oriented" feelings of sympathy and concern for unfortunate others.
Keysers (2011)	Personal Distress – measures "self-oriented" feelings of personal anxiety and unease in tense interpersonal settings.
Boyle, Saklofske and Matthews (2015)	The balanced emotional empathy Scale (BEES)
Milgate (2004)	Good satisfaction rating on feedback surveys.
Bloom (2016)	Expressing compassion and warmth.
Davis (2019)	Hogan's empathy (EM) scale

Source: Constructed by the author

2.8 Convenience

Convenience in the retail atmosphere includes multiple aspects which can help customer saving time or effort (Bainbridge, 2012).

Table 17: Definition of convenience

Literature	Definition
Zaman, Liang and Siddiqui (2010)	Anything that saves or simplifies work.
Slack and Wise (2015)	Adds to one's ease or comfort.
Kaushik (2018)	A quality or situation that makes something easy or useful for someone by reducing the amount of work or time required to do.
Wood (2021)	Being able to do something easily with little effort and no hindrances.
Tierney (1993)	The quality of being useful, easy or suitable for somebody.
Akehurst and Alexander (1995)	For most shoppers is an experience that saves them time and effort.
Boyett and Boyett (2003)	As a retail concept, once meant providing a product or experience within a reasonable walk or drive.
Solomon, Marshall and Stuart (2019)	A convenience good is a consumer item that is widely available and purchased frequently with minimal effort.

Source: Constructed by the author

2.8.1 Construct and measurement

In this research, convenience was measured by questionnaire of if the Park shop experience is time-saving and easy to approach.

Table 18: Measurement of convenience

Literature	Measurement
Jauhari (2017)	Multiple-item scale development.
(Nah, 2015)	Empirical test.
Martínez-López, Carlos and Roggeveen (2019)	Consumers' perception of reduction in time and effort in buying.
Barclay (2014)	Self-service technology implementation.
Robinson, Lück and Smith (2020)	Practical experience gained from the service.
Petermans and Kent (2017)	Access convenience.
Krafft (2014)	Benefit convenience.
Zainal (2013)	Decision convenience.

Source: Constructed by the author

2.9 Price sensitivity

Based on the various choices the respondents make, it is possible to calculate preference shares (a type of market share) of the brands at various prices, which in turn measures price sensitivity (Alsem, 2019).

Table 19: Definition of price sensitivity

Literature	Definition
Huo (2022)	It is the degree to which the price of a product affects consumers' purchasing behaviors.
Veselinova and Samonikov (2018)	A measure of the impact of price points on consumer purchasing behaviors.
Fisk, Grove and Jojohn (2014)	A measurement of how much the price of goods and services affects customers' willingness to buy them.
Chan, Lettice and Durowoju (2012)	The way in which the cost of a product affects consumers' purchasing decisions.
Hu (1992)	It is a concept in consumer behavior theory that reflects how changes in the prices of products affect the demand of consumers for the product.
Clausen (2004)	A price-sensitive product is one whose sales are influenced by price rather than quality.
Karantininis and Nilsson (2010)	Can be defined as the consciousness of the customers to cost windows or range within which they make dealings.
Morlan, Reznick and Skelly (1981)	Price sensitivity is also known as price elasticity of demand.

Source: Constructed by the author

2.9.1 Construct and measurement

In this study, questionnaire focuses on if price increases or decreases, how will customers act.

Table 20: Measurement of price sensitivity

Literature	Measurement
Harbury (1992)	Dividing the percentage change in quantity demanded by the percentage change in price.
Beverly et al. (1996)	Using the price elasticity.
Nagle and Müller (2018)	The measure of the change in demand based on its price change.
Mathur (2008)	Measure by price laddering.
Weitz and Wensley (2006)	The Van Westendorp Price Sensitivity meter.
Saxena (2010)	Questionnaire to ask the consumer about the lowest and the highest price he is willing to pay for the product or service.
Alsem (2019)	Questionnaire to ask the respondents to pick a brand when the two brands have the same price.
Mak (2004)	Make small price changes to your products over time and measure the results.

Source: Constructed by the author

2.10 Physical environment

Physical environment for a retail shop includes many aspects which related to customers' shopping experience, such as display, light, music, smell, safety, cleanness etc (Davies and Ward, 2002).

Table 21: Definition of physical environment

Literature	Definition
Day et al. (2003)	The part of the human environment that includes purely physical factors (as soil, climate, water supply).
Baron, Harris and Hilton (2009)	A complex of the tangible elements of forms.
Orlowski (2016)	It includes land, building, equipment and fixtures are assembled for the convenience and comfort of both customers and the retailer.
Stimpson and Smith (2015)	Refers to the tangible, or material, objects and conditions that surround a business.
Becker, Joroff and Real (2000)	Physical space to display and sell products.
Dunne, Lusch and Carver (2015)	Physical characteristics of the store (such as architecture, layout, display, colors, lights, music, temperature, sounds, smells, etc.
Singh, Asadi and Goli (2022)	Consists of natural and man-made components.
Shishkov (2016)	Corresponds to all the physical assets and conditions that surround a business.

Source: Constructed by the author

2.10.1 Construct and measurement

In this study, the questions focus on safety, clean, appearance and wide-open aisles.

Table 22: Measurement of physical environment

Gibson (2019)	Display well organized.
Shu (2017)	If any risk of supply chain disruption.
Kahn (2021)	Provide safety feeling.
Hulleman and Marijs (2018)	Clean environment.
Poloian and Rogers (2003)	Bright and wide aisles.
Witt and Luiz Moutinho (1995)	Timely cheque out without long queue.
Petermans and Kent (2017)	Interior decoration.
Berkhout (2021)	Nice music.

Source: Constructed by the author

2.11 Customer trust

Customer trust is the faith or confidence that a customer has to the brand, products or service. It could change dramatically due to some unpleasant experience (Padua, 2012).

Table 23: Definition of customer trust

Literature	Definition
Rialp and Rialp (2007)	It is the faith a consumer has in a company.
Bowie and Buttle (2013)	It's the confidence in a company's commitment to deliver on its promises.
Gale (2010)	Customer's confidence in a product or person or company.
Palmatier and Steinhoff (2019)	Customer trust is a reciprocal behavior to what they receive.
Fleming (2017)	The attainment of a level of satisfaction and resulting loyalty at which customers are comfortable forgoing problem solving behavior.
Basini (2011)	A belief in the given content of a social commerce organisation that enhances e-word-of-mouth and the purchase intentions of customers.
Allen (2015)	Trust is the glue that bonds a customer to a brand.
Heckes (2009)	Strong belief that your brand is honest, reliable.

Source: Constructed by the author

2.11.1 Construct and measurement

In this study, questionnaire focuses on if the shops meet customers expectations, if the products and service are reliable.

Table 24: Measurement of customer trust

Literature	Measurement
Peppers, Rogers and Firm (2008)	Asking the customer whether they trust your organisation.
(2015)	4 levers of customer trust: relationships, Integrity, consistency and expertise.
Murphy and Netlibrary (2001)	Empathetic response, where customers demonstrate vulnerability is critical to establishing trust.
Aleem and Slowik (2018)	Efficiency of problem solving.
Eid (2013)	How reliable the service is.
Shaw and Hamilton (2016)	Confident for the company and staff's expertise.
Hinson et al. (2020)	Consistent service provided to customers.
Evans and Dean (2007)	Quality of product and service.

Source: Constructed by the author

2.12 Retail shop products purchase intention

The definition of purchase intention is the same as Table 13 shows which will apply to the shop products.

2.12.1 Construct and measurement

The measurement of the questionnaire is similar to Table 14 shows.

2.13 Formulation of hypothesis

Table 25 describes the hypothesis and it relationship to purchase intention.

Table 25: Formulation of hypothesis

Hypothesis	Relationship
H1	Price related as a posiive influence on the Park ticket purchase intention
H2	Value related as a posiive influence on the Park ticket purchase intention
H3	Function related as a posiive influence on the Park ticket purchase intention
H4	Information features related as a posiive influence on the Park ticket purchase intention
H5	Service quality related as a posiive influence on the Park ticket purchase intention
H6	Empathy related as a posiive influence on the Park products purchase intention
H7	Convenience related as a posiive influence on the Park products purchase intention
H8	Price sensitivity related as a posiive influence on the Park products purchase intention
H9	Physical environment related as a posiive influence on the Park products purchase intention
H10	Customer trust related as a posiive influence on the Park products purchase intention

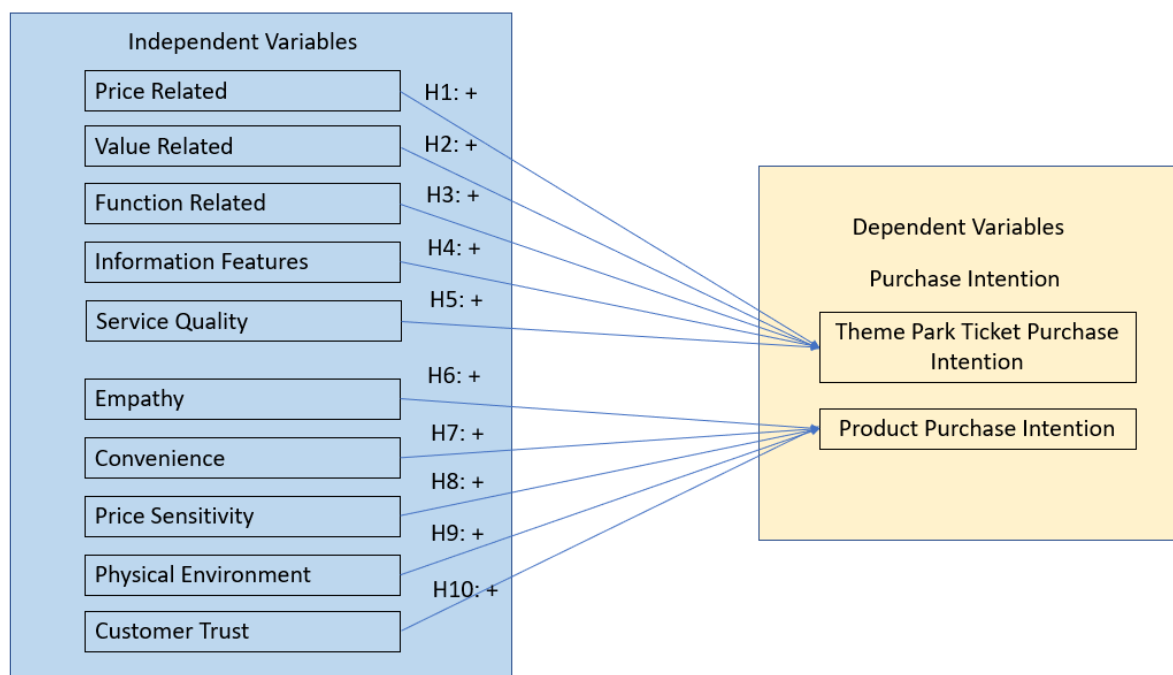
Source: Constructed by the author

Chapter 3 Research Methodology

This chapter illustrates the research methods used in this study based on the findings from the literature review, which explains the research framework, the research steps, the research tools and the methods of the data analysis.

3.1 Research model with hypothesis

Figure 5: Hypothesis of the Park ticket and retail products intention



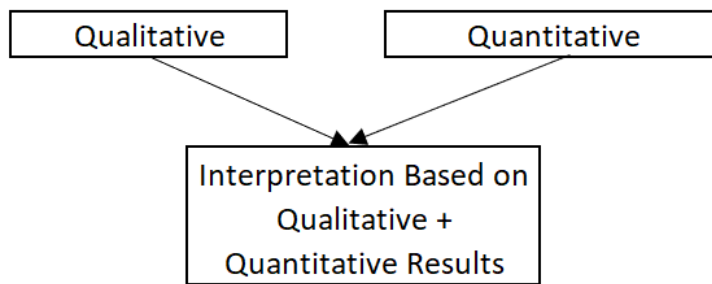
Source: Constructed by the author

Figure 5 shows the hypothesis of factors that impact purchase intention of the Park ticket and retail shop products.

3.2 Triangulation

Triangulation in research means using multiple datasets, methods, theories and/or investigators to address a research question (Flick, 2018).

Figure 6: Qualitative and Quantitative Research Methodologies



Source: Creswell and Plano Chark (2009)

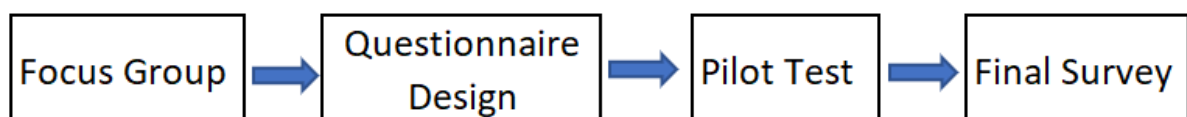
3.3 Quantitative and qualitative research

The primary quantitative data (Gaciu, 2021) in this study refer to the questionnaires designed and collected from Hong Kong residents over age 18. Secondary quantitative data are analysed using the same type of questionnaires obtained from questionnaires conducted in other journals, government reports, or research reports from other constitutions.

The primary qualitative data (Richards, 2015) refer to a focus group that to discuss the factors that influence purchase intention, how to attract people to complete the questionnaire and what are the right relevant questions to be asked.

The study applies a combination of qualitative and quantitative research which will complement one another. Mixed methods can also help to show the similarities and differences between specific trends (Griffin and Museus, 2011).

Figure 7: Primary Data Collection Process



Source: Constructed by the author

3.4 Focus group

A focus group is a type of qualitative research, that brings together a small group of people to answer questions in a moderated setting. A well-designed focus group lasts between one and two hours (Morgan, 2009) and have between six and twelve participants (Baumgartner et al., 2002). In this study, the focus group was held in Hong Kong with 6 participants in Cantonese. The questions are: what questions should be asked in questionnaire and how to attract people to complete the questionnaire were asked.

3.5 Questionnaire Design

The questionnaire was conducted by google form in five-point Likert scale (Likert, 1932) (David and Sutton, 2009). The five-points include: 1) Strongly Disagree, 2) Disagree, 3) Neither Agree Nor Disagree, 4) Agree, 5) Strongly Agree (Bell, Bryman and Harley, 2019).

The questionnaire for this research is divided into two sections with details showed in Table 14 and 7 demographic questions.

Table 24: Questionnaire survey

Survey Questions	Adopted from
Price Related	
Current Park one-day ticket price HKD639 is attractive for me to purchase.	(Wang and Li, 2022)
Current Park annual pass price is attractive for me to purchase. (Silver - HKD1278; Gold - HKD2228; Platinum - HKD3998)	(Wang and Li, 2022)
Park one-day ticket discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park one-day ticket sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Value Related	
The experience in the Park worth what I paid/I will pay.	(Wang and Li, 2022)
The experience in the Park add value to my leisure life.	(Wang and Li, 2022)
Time in the Park helped me on social aspects, i, e., within friends or family.	(Wang and Li, 2022)
The Park is irreplaceable in Hong Kong tourism.	(Wang and Li, 2022)
Function Related	
The Park facilities are always maintained in good condition.	(Wang and Li, 2022)
I'm satisfied with the appearance and decorations of the Park.	(Wang and Li, 2022)
The function of the Park facilities bring me joy.	(Wang and Li, 2022)
I feel safe to of the Park facilities.	(Wang and Li, 2022)
Information Features	
I can notice advertisement of the Park in my daily life.	(Wang and Li, 2022)
The information or advertisement of the Park is attractive.	(Wang and Li, 2022)
I can access the comments of the Park online and offline.	(Wang and Li, 2022)
The information I get about the Park is comprehensive.	(Wang and Li, 2022)
Service Quality	
I'm satisfied with the Park online booking technology.	(Lam and Zhang, 1999)
The staff of the Park is always willing to help.	(Lam and Zhang, 1999)
There is always sufficient resources to offer good service of the Park.	(Lam and Zhang, 1999)
The staff of the Park always provide consistent enthusiasm and courtesy.	(Lam and Zhang, 1999)
Ticket Purchase Intention	
I am willing to book and pay for the Park ticket.	(Wang and Li, 2022)
I am willing to upgrade one-day ticket to the annual pass.	(Wang and Li, 2022)
I will recommend my local family and friends to purchase for the Park ticket.	(Wang and Li, 2022)
I will recommend my family and friends who plan to visit Hong Kong to visit the Park.	(Wang and Li, 2022)
Empathy	
The staff of the Park retail shops understand the my special needs.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops give me personal advice.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops are very efficient.	(Zulu and Nkuna, 2022)
The opening hours of the Park retail shops is later than entertainment facilities, which provides convenience to me.	(Chiu, Liu and Tu, 2016)
Convenience	
The Park retail shops layout makes it easy for me to find what I need.	(Zulu and Nkuna, 2022)
The Park retail shops layout makes it easy for me to move around.	(Zulu and Nkuna, 2022)
The Park retail shops always have merchandise available.	(Zulu and Nkuna, 2022)
Price Sensitivity	
I will continue to purchase from the Park retail shops even if prices increase.	(Zulu and Nkuna, 2022)
I am willing to stick to the Park retail shops instead of the competitors who might offer a reasonable price.	(Zulu and Nkuna, 2022)
When I see the unique item which attracts me, the price is not very important.	(Ghali-Zinoubi and Toukabri, 2019)
When there is discounts on products, it attracts me to purchase.	(Ghali-Zinoubi and Toukabri, 2019)
Physical Environment	
The Park retail shops have an appealing looking appearance.	(Zulu and Nkuna, 2022)
The Park retail shops provide clean shopping environment.	(Zulu and Nkuna, 2022)
The Park retail shops feels safe and secure.	(Zulu and Nkuna, 2022)
The Park retail shops have wide and open aisles.	(Zulu and Nkuna, 2022)
Customer Trust	
The Park retail shops always meet my expectations.	(Zulu and Nkuna, 2022)
The Park retail shops are reliable.	(Zulu and Nkuna, 2022)
The Park retail shops consistently provide good quality products and services.	(Zulu and Nkuna, 2022)
The Park retail shops help me save time.	(Zulu and Nkuna, 2022)
Product Purchase Intention	
I intend to purchase from the Park retail shops.	(Zulu and Nkuna, 2022)
I would like to repeat my experience in the Park retail shops once I visit the Park.	(Zulu and Nkuna, 2022)
I would recommend purchasing in the Park retail shops to others.	(Zulu and Nkuna, 2022)

Source: Constructed by the author

3.6 Pilot test

A pilot test is used to develop the design of the full-scale experiment, which can be adjusted. In general, the pilot test sample lies between 20 to 50 (Soares and Rebelo, 2013). In this study, we invited 20 Hong Kong residents to participate in a pilot test, and conducted a reliability test by SPSS for the ten factors to define the final survey questionnaire.

3.7 Final survey

The final survey questionnaire is adjusted based on the reliability test of the ten factors.

3.7.1 Target population

The target population defines those units for which the findings of the survey are meant to generalize (Lavrakas, 2008). In this study, Hong Kong residents over 18-year-old are the target, which the population is 6.3 million (Census, 2021).

3.7.2 Sampling method

After the pilot test was deemed successful, the questionnaire was spread out to a wider range of individuals. As there is no sampling frame available, the survey is conducted on non-probability sampling method - the snowballing method (Lim, 2013).

3.7.3 Sampling size

The sample size n is calculated according to the following formula:

Figure 8: Sampling size formula

EXAMPLE: Sample Size Calculation

Yamane's formula:

$$*n = \frac{N}{1 + N(e)^2}$$

Where **n = Sample size**
 N = Population size
 e = Level of precision or Sampling of Error
 which is ±5%

Source: Yamane, 1967

Applying $N = 6,331,000$, $e = \pm 5\%$, the sampling size is 400 in this study.

3.8 Data analysis techniques

SPSS version 28 is used to evaluate descriptive statistics on the demographic data. The reliability test, factor analysis, correlation analysis, multiple regression analysis, are all used in this study.

3.9 Research method limitations

This study offers a comprehensive quantitative cross-comparison of motivations to participate in the sharing economy. However, there are some limitations that will need to be addressed in the future. First, the global economy was under huge impact of COVID-19, especially for tourism industry. This will affect people's intention of spending. For Hong Kong residents, they have less choices due to the quarantine policy of coming back to Hong Kong. Second, the online survey's short data collection period is another limitation, especially considering tourism has an obvious seasonality impact. Future research should collect data throughout the year to account for potential seasonality effects and to analysis the differences.

3.10 Research ethics

This research maintains the confidentiality and privacy of the information gathered from the interview, and all information is utilized solely for the purpose of conducting this research project. This research does not divulge personal data, and no identifying data is necessary in the interviews.

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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:	To Wun Fong, Felix			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☐	Postgraduate Research Student
					☒

3	Institute/Academic Discipline/Centre:	HKMA
4	Campus:	HKMA, Tsim Sha Tsui Center, Hong Kong
5	E-mail address:	Felix7989@hotmail.com

6	Contact Telephone Number:	852-53456007
	<i>For students:</i>	
7	Student Number:	2030802
8	Programme of Study:	Master of Business Administration
9	Director of Studies/Supervisor:	Dr. Mo Wing Ying, Katherine

SECTION B: Approval for Research Activity

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

SECTION C: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.				
1	<u>UWTSD Research Ethics & Integrity Code of Practice</u>				☒
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	☒
	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:	An investigation on Hong Kong Disneyland Theme Park ticket and retail shops product purchase intention for age 18 or above			
2	Proposed start date:	1-Apr-2022	Proposed end date:	31-Aug-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 To have understanding of customers' comments, expectation on the factors that influence their purchase intention. (this box should expand as you type)				
4	Research Question Questions on purchase intention and possible related factors, which referred to journals. This includes questions related to price, value, function, information features, service quality, empathy, convenience, price sensitivity, physical environment, customer trust and purchase intention.				

	(this box should expand as you type)
5	Aims of Research Activity The aim is to find out what factors impact purchase intention of purchase intention to Hong Kong Disneyland Park ticket and its retail products. (this box should expand as you type)
6	Objectives of Research Activity The objectives are to ascertain the above-mentioned factors influence on customer purchase intention; interpret their relationships and give practical implications to the Hong Kong Disneyland Park management team. (this box should expand as you type)
	Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here, but should instead describe how you intend to collect the data necessary for you to complete your project.
7	A google form will be distributed by a snowballing method to have the feedback on the questionnaire. (this box should expand as you type)
	Location of research activity Identify all locations where research activity will take place.
8	Hong Kong (this box should expand as you type)
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought.

	Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.
9	No ethical issues. I live in Hong Kong and will do the research in Hong Kong. <i>(this box should expand as you type)</i>

10	Use of documentation not in the public domain: Are any documents <u>NOT</u> 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:		
	<i>(this box should expand as you type)</i>		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
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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?	300-500 (this box should expand as you type)
11	Who will the participants be?	People live in Hong Kong of over 18-year-old. (this box should expand as you type)
12	How will you identify the participants?	By emails, phone calls, messages. (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			
	Question 15, the questionnaire will be a google form, so if participants won't accept the questionnaire, they just simply ignore the google form. Question 19, all questions will be compulsory to answer with multiple choices. <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	<table border="1"> <tr> <td>Full risk assessment completed and appended?</td> <td>Yes</td> <td>☐</td> </tr> <tr> <td></td> <td>No</td> <td>☒</td> </tr> </table>	Full risk assessment completed and appended?	Yes	☐		No	☒
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						
	<table border="1"> <tr> <td> Risk to participants: N/A </td> <td> How you will mitigate the risk to participants: N/A </td> </tr> </table>	Risk to participants: N/A	How you will mitigate the risk to participants: N/A				
Risk to participants: N/A	How you will mitigate the risk to participants: N/A						

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

	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 de-briefing will be verbally provided immediately after the interview. Their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs. <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.
	The consent will be explained verbally before inviting the participants for the interview as well as before the interview 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.
	All participants data will not be disclosed, it will be kept within the author.

	(this box should expand as you type)
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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:		
	<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, 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):		
	Google form will be used and sent to friends, colleagues etc. <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	My supervisor and 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:		
	Myself and my supervisor. <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 in my google account drive in cloud. Data will be saved in the place after the research is completed. <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	No data will be stores. All data involved in this activity will be deleted after the research completed. <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	 To Wun Fong	Date: 5-Jul-2022

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Wing Ying Katherine Mo	Date: 7-Jul-2022
3	Signature:		

For STAFF Submissions:

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

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

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

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk , with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore **it is important that you check your University and personal email accounts regularly.**

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

This form is available electronically from the Academic Office web pages:

<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>