

Master of Business Administration

Research Proposal

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1. Introduction

This chapter will provide the background of this research. Firstly describe the industry that focuses on, what is about and what are the challenges currently. Follow with the research gap, questions and objectives.

1.1 Background

Hong Kong as an international city, also called "Shopping Paradise". As a shopping paradise there are numerous shops and shopping centres in Hong Kong. By observing almost all of the shopping malls, the ground floors are full of beauty brands and all are big international brands, such as Bobbie Brown, Charlotte Tilbury, MAC, Estee Lauder, etc. According to the Volume Index of Retail Sales by Type of Retail Outlet in 2023 the top three of year of year growth are Alcoholic drinks and tobacco (+143.2%), second is Jewellery, watches and clocks, and valuable gifts (+52.3%) and third is Medicines and cosmetics (+35.7%) (Census and Statistics Department , 2024).

Beauty items such as foundation, eye shadow, mascara etc, also providing makeup service through physical and online stores. Nowadays beauty brands not only provide cosmetics items but also essential skin care items, for example moisturisers, facial masks, cleansers etc.

Beauty products actually play a main role in the Hong Kong retail market. Overview of the 2023 Hong Kong economy although the GDP has dropped at the same time the luxury goods industry including jewellery cosmetics and department stores compared to last year have been raised 4% (PWC HK, 2024). PWC (2024) forecast online retail sales will go downward however it is still a great opportunity for those retailers to provide online

and offline retail which brings benefits not only to the consumers but also the retailers. It can create engagement through online and offline then also create a better experience for their consumers.

During the focus group that was done by 17th November 2024 with 10 participants. Asked the question “ Will you purchase beauty online?” Most of the participants answered will not purchase beauty products online if they never used them. The participants also mentioned that in physical stores they can touch and feel the products. Also there are makeup artists who can demonstra how to use the product and answer their questions directly. Online purchasing is for continued purchase or there are no physical stores in Hong Kong.

Also asked “Have you followed the social media of the brand that you usually purchased? And Why?” Participants answered yes, as they would love to follow the brand that they usually purchased to gather latest information from the brand, such as new launch product, sale & promotion, makeup tips and event & campaigns. Participants also said, some of the beauty brands regularly share makeup and skin care tips by professional and makeup artists. The sharing really helps especially for the new launch product then they can follow the tips and steps and apply them to themselves.

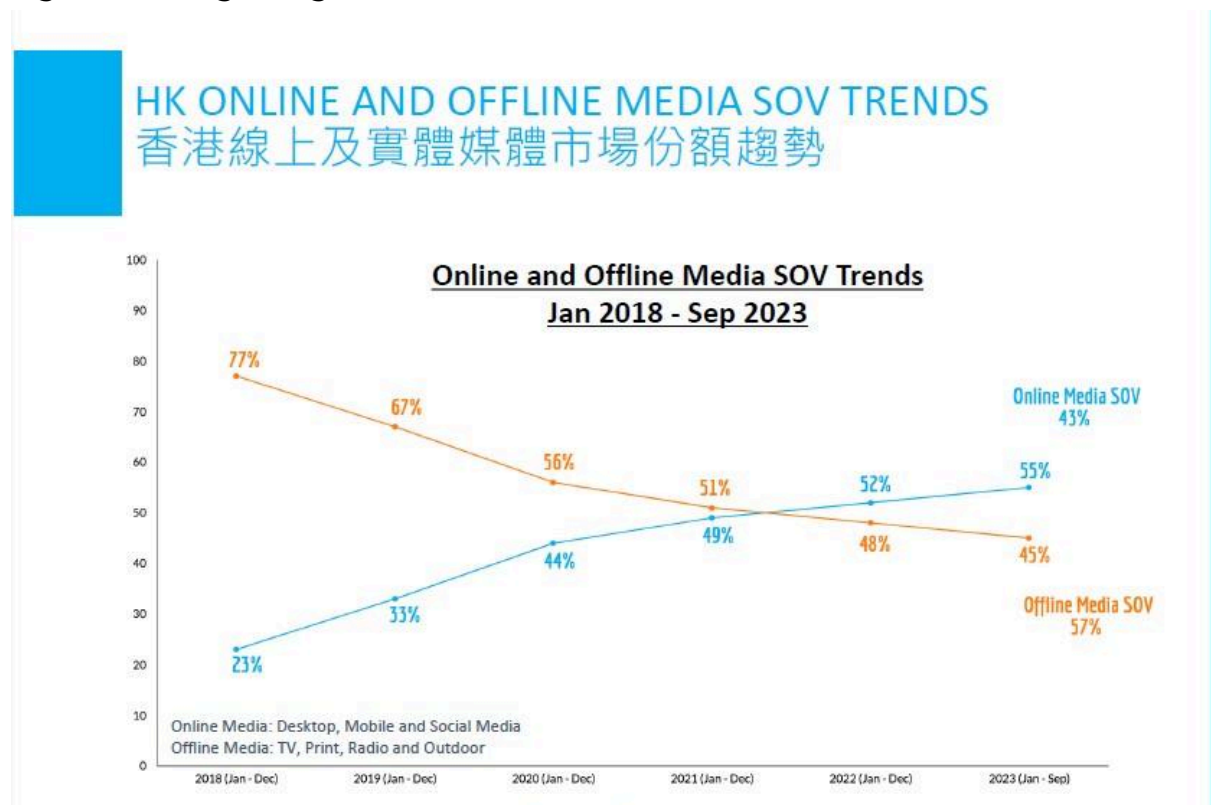
The following asked the participants “Have you ever purchased a beauty product that was attracted by social media which you never tried?” Most of the participants answered not really, because they relied more on the word of mouth from their family and friends who have physically tried the product/ brand. However, one participant said that she experienced once recently, as she saw the advertisement very often on social media then drew her attention to purchase the product. Also the product function is

what she is looking at and the brand is a big and international brand in the beauty industry therefore she gives it a try.

Based on the focus group we found that consumers are tending to purchase beauty products physically, especially for new items. As they can touch and try, also there is support by personal selling. If they have any questions about the product there are professional to answer their questions and demonstrate the use of the product as well. Consumers tread the online purchase platform as a support.

Social media is more like an engagement platform in between the brands and consumers. Consumers can track the latest news and look for the information that they want through social media which is connected with the trend of today. According to the Hong Kong online and offline media SOV trends from Jan 2018 - Sep 2023 shows that online media is going upward from 23% (2018) to 55% (2023). On the other hand, offline media is from 77% in 2018 dropped to 45% in 2023 which is a vice versa (Lighthouse Independent Media, 2024).

Figure 1: Hong Kong online and offline media sov trends

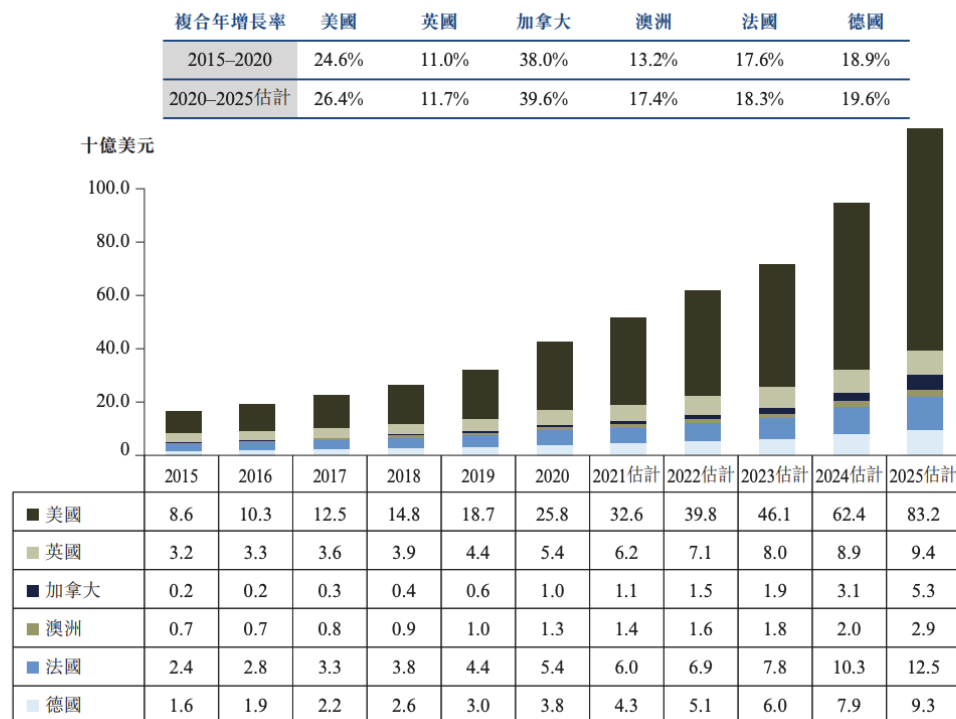


Sources: (Lighthouse Independent Media, 2024)

According to the Online beauty product retail market 2015 to 2025 forecast it continues rising in the mentioned five countries which are United State, British, Canada, Australia, France and German (HKEX, 2020). Especially under COVID-19 the online sales is from 9.6% in 2019 then raised to 31.3% in 2020 quarter two (HKEX, 2020).

Figure 2: Online Beauty Products Retail Market - Market Size and Growth by Region, 2015-2025 Estimation

網上美容產品零售市場 — 主要地區的市場規模及增長，二零一五年至二零二五年估計



Sources: (HKEX, 2020)

1.2 Research Motivation (Gap)

Based on industry background and the information through the focus group we can understand that consumers are willing to purchase beauty items offline and online is more likely as a supporting platform.

On the other hand, consumers will follow the social media of their loved and trusted brands. Based on the observation social media may not always attract new consumers to purchase, even there are successful cases but just very little.

Therefore in this research study we can focus on one of the overall top 10 beauty brands on social media, Charlotte Tilbury (Feehan, 2024). We can study Charlotte Tilbury, a British cosmetic brand, how they create interaction and engagement with their potential consumer through social media then create the purchase intention.

Figure 3: Overall Top 10 Beauty Brands on Social Media

Overall Rank	Beauty Brands	📷 Rank	🎵 Rank	f Rank	🐦 Rank
1	Rare Beauty	1	1	1	2
2	Fenty Beauty	7	2	10	5
3	Sol de Janeiro	3	3	2	90
4	Glow Recipe	8	5	9	26
5	Huda Beauty	2	6	61	3
6	e.l.f. Cosmetics	12	9	16	15
7	LANEIGE	4	8	51	30
8	OPI	6	15	21	32
9	Glossier	5	23	25	9
10	Charlotte Tilbury	19	13	19	17

Source: (Feehan, 2024)

1.3 Research Question

The whole research will be around the below three research questions, firstly found out the key factors that created the purchase intention in beauty industries. Second, understand the relationships between the factories. Third based on the finding to provide practical suggestions for the beauty industries.

- 1.What factors created the purchase intention in beauty industries?
- 2.What are the relationships between the factories?
3. Practical suggestions?

1.4 Research Objective

The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries.

1.5. Concluding Summary

This chapter has provided the background of this research. Firstly describe the beauty industry with definition, what is about and what are the challenges currently. Following the research gap that was discovered by the focus group then generated the research questions and objectives.

Through the case study of Charlotte Tilbury how the brand created interaction and engagement with their potential consumer through social media then created the purchase intention.

2. Literature Review

This chapter will provide the definitions and measurements for the factors from the research framework, which are social media marketing activities, consumer experience and brand love and trust.

2.1 Social media marketing activities

Social media marketing activities (SMMA) is important for a business, organization, enterprise or a person to create interactions and connections with other users and content. An organization can integrate activities through social media to communicate, interact and influence then drive the marketing strategy (Li, Larimo and Leonidou, 2020).

2.1.1 Measurement of Social media marketing activities

Social Media Marketing activity is constructed by entertainment, interaction, trendiness, trendiness, customization, WOM. Each of the constructions can be measured as below (Zarei, Farjoo and Garabollagh, 2021).

Entertainment can be measured by fun and the contents shown are interesting.

Interaction can be measured by allowing people to share information with others, possible to have a conversation or comment sharing and easy to deliver opinions.

Trendiness can be measured by the contents being up to date and showing the latest product information.

Customization can be measured by offering customized information searches and providing customized service.

WOM can be measured by willing to share the brand, product or services from social media with others and willing to upload or repost the content from the social media to personal social media or blogs.

2.2 Consumer experience

Consumer experience is a multidimensional construct by comprising cognitive experience (THINK), sensory experience (SENSE), affective experience (FEEL), physical experience, behaviors and lifestyles (ACT), and social-identity experience (Verhoef et al., 2009),

2.2.1 Measurement of Consumer experience

Consumer experience is constructed by sense, feel, think and act . Each of the construction can be measure as below (Rather, Hollebeek and Rasoolimanesh, 2022),

Sense can be measured by perceptually interesting, engaging senses and lacks sensory appeal.

Feel (FEL) can be measured by making people respond in an emotional manner and put people in a certain mood.

Think can be measured by stimulating curiosity, intrigues people and appeals to creative thinking.

Act can be measured by willing to share what has been experienced and willing to photograph for mementos.

2.3 Brand love & trust

Brand love is a major factor of purchase intentions and positive word-of-mouth for brands. Consumers with strong brand loyalty are not that often to switch to competitors and more willing to pay for the brand they normally purchase with (Nawaz et al., 2020)

2.3.1 Measurement of Brand love & trust

Brand love & trust is constructed by consumer loves and trust of the brands which can be measured as below (Kim and Hyun, 2011)

Brand love can be measured by positive feedback from the brand, such as this is a wonderful brand, this brand is totally awesome, this brand makes me happy and feel passionate about the brand.

Brand trust can be measured by how consumers trust the brand, for example reliable, safe brand to use and an honest brand.

2.4 Purchase intention

Purchase intention is the possibility that the consumer will purchase which is a result from the interaction of the consumer's needs, attitude, or brand preference and return to purchase (Monash Business School, 2024).

2.4.1 Measurement of Purchase intention

Purchase intention can be measured by consideration of purchasing, high probability of purchasing and willingness of purchasing (Koay, Cheah and Goon, 2023)

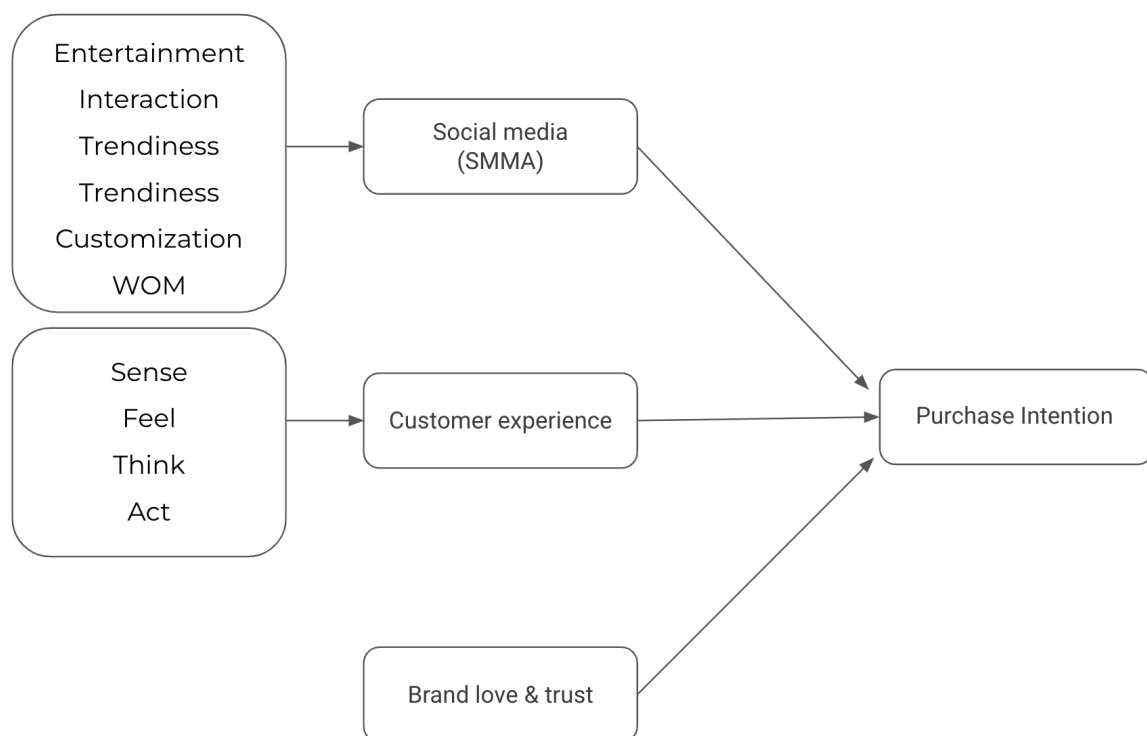
3. Research Methodology

This chapter shows the research framework of this research study and the type of research method that applied to this research study. Also, providing the plan and the way of the data collection by following the research ethic.

3.1 Research Framework

The research framework is structured by three main variables which are social media marketing activities, customer experience and brand love & trust. These three variables affect the dependent variables, purchase intention.

Figure 3: Overall Top 10 Beauty Brands on Social Media



Source: Contribute by author

3.2 Type of Research

This research study will do quantitative and qualitative research which helps to collect information from the participants. Quantitative research helps to collect numbers involving data such as how many, how much, or how often. On the other hand, qualitative research helps to understand

why, how, and what to gather experiences, perceptions, and behavior (Kothari, 2004).

3.3 Data Collection Method

Quantitative and qualitative research data will mainly be collected by survey and support by focus groups. Survey will be shared out twice, the first roll out is for the pilot test through the reliability test to ensure the accuracy of the data. By following a focus group mainly focused on gathering feedback for the participants to cross check the survey is user friendly enough for the participants to understand and answer the questions (Cote, 2021).

3.4 Sampling Method

There are six steps of sampling, first is to narrow down the relevant population, then identify the parameters of interest and the sampling frame. Also look into the type and size of sampling. Last but not least will be the budget control (The Chinese University of Hong Kong, 2009).

In the research the survey will be shared with colleges, classmates, family and friends then spread widely. Therefor is an non probability sampling as a snowball that rolling out one by one (Turner, 2020)

3.5 Questionnaire Design

Questionnaire will be designed after this proposal has been submitted then will be shared out immediately once the question is finalized. The first round rolls as the pilot test to cross check the reliability of the questions

and also cross check with the participants to ensure the questions are easy to understand.

3.5.1 Pilot Test

Pilot test will draw 10% of the total sampling size to cross check the reliability. If the question cannot pass the reliability test then will require further modification before sharing out for the mass survey (Cote, 2021).

3.5.2 Focus Group

In the meantime a focus group will be held, the main purpose is to ensure the questions are easy to understand and straightforward enough for the participants to answer. Also cross checking the question and answer and in the same direction (Kothari, 2004).

3.6 Research Ethics

Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are protected and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024).

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APPLICATION FOR ETHICAL APPROVAL

RESEARCH STUDENTS

This form is to be completed by the student within **SIX** months for full-time students and **TWELVE** months for part time students, after the commencement of the research degree or following progression to Part Two of your course.

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>).

This document is also available in Welsh.

RESEARCH 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.

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.

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:	Chan Lok Lam Frebie			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	HKMA			
4	Campus:	HKMA			
5	E-mail address:	Frebiechan929@gmail.com			
6	Contact Telephone Number:	+852 94667330			
For students:					

7	Student Number:	2322643
8	Programme of Study:	Master of Business Administration
9	Director of Studies/Supervisor:	Dr Arion Wong

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (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	UWTSD Research Ethics & Integrity Code of Practice				☒
2	UWTSD Research Data Management Policy				☒
3	<i>[List any other relevant documents here]</i>				☒

SECTION D: External Collaborative Research Activity

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

1	Institution					
2	Contact person name					
3	Contact person e-mail address					
4	Is your research externally funded?	YES	☐	NO	☒	
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☒	
6	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☒
7		Employed	YES	☐	NO	☒
8	Is the research being undertaken within an existing UWTSD Athrofa	If YES then the permission question	YES	☐	NO	☒

	Professional Learning Partnership (APLP)?	below does not need to be answered.				
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:	Social media marketing activities, customer experience and brand love & trust affect purchase intention of Charlotte Tilbury			
2	Proposed start date:	3 rd Nov 2024	Proposed end date:	19 th Dec 2024	
	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 The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries. <i>(this box should expand as you type)</i>				
4	Research Question 1.What factors created the purchase intention in beauty industries? 2.What are the relationships between the factories? 3. Practical suggestions? <i>(this box should expand as you type)</i>				
5	Aims of Research Activity				

	The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries. (this box should expand as you type)
6	Objectives of Research Activity The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries. (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	Quantitative and qualitative research data will mainly be collected by survey and support by focus groups. Survey will be shared out twice, the first roll out is for the pilot test through the reliability test to ensure the accuracy of the data. By following a focus group mainly focused on gathering feedback for the participants to cross check the survey is user friendly enough for the participants to understand and answer the questions (Cote, 2021). There are six steps of sampling, first is to narrow down the relevant population, then identify the parameters of interest and the sampling frame. Also look into the type and size of sampling. Last but not least will be the budget control (The Chinese University of Hong Kong, 2009). In the research the survey will be shared with colleges, classmates, family and friends then spread widely. Therefore is a non probability sampling as a snowball that rolling out one by one (Turner, 2020) Questionnaire will be designed after this proposal has been submitted then will be shared out immediately once the question is finalized. The first round rolls as the pilot test to cross check the reliability of the questions and also cross check with the participants to ensure the questions are easy to understand. Pilot test will draw 10% of the total sampling size to cross check the reliability. If the question cannot pass the reliability test then will require further modification before sharing out for the mass survey (Cote, 2021). In the meantime a focus group will be held, the main purpose is to ensure the questions are easy to understand and straightforward enough for the participants to answer. Also cross checking the question and answer and in the same direction (Kothari, 2004) (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	Yes, I understood. <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:		
	<i>(this box should expand as you type)</i>		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☒	☐
2	Use of interviews?	☒	☐
3	Use of focus groups?	☒	☐
4	Use of participant diaries?	☐	☒

5	Use of video or audio recording?	☒	☐
6	Use of computer-generated log files?	☒	☐
7	Participant observation with their knowledge?	☒	☐
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒
15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☒
	Details of any other primary data collection method: (this box should expand as you type)		

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

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

SECTION G: Intended Participants

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

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

	Details of any other participant groups:		
	(this box should expand as you type)		

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?		
10	How many participants are expected?	400 (this box should expand as you type)
11	Who will the participants be?	Friends and fellows Research participants on social media (eg...) Professional in the industry (this box should expand as you type)
12	How will you identify the participants?	Leverage me network Reach out to online communities Find research participant on social media (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			
	N/A (this box should expand as you type)			

Information for participants:		YES	NO	N/A
24	Will participants be paid?	☐	☒	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐

26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
28	If YES to any question, please provide full details			
<i>(this box should expand as you type)</i>				

SECTION H: Anticipated Risks

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

	(this box should expand as you type)	(this box should expand as you type)
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	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.	N/A		

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?
	Research ethics (this box should expand as you type)
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.
	Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are educated and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024). (this box should expand as you type)
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.
	Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are educated and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024). (this box should expand as you type)

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☐	☒
	If YES, provide a description of the data and explain why this data needs to be collected:		

2	(this box should expand as you type)		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	“Special category data” means sensitive personal data consisting of information as to the data subjects’ – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☒
	If YES, provide a description of the special category data and explain why this data needs to be collected:		
4	(this box should expand as you type)		

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☒	☐
6	University computers?	☐	☒
7	Private company computers?	☐	☒
8	Home or other personal computers?	☒	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☒	☐
10	“Cloud” storage or websites?	☒	☐
11	Other – specify:	☐	☒
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are protected and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024). (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? (SPSS)	☒	☐
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 achieve emails and SPSS for <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	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:		
	Supervisor and 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.		
	Google drive and personal driver <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	N/A <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	Frebie Chan	Date: 19 th Dec,2024

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr Arion Wong	Date: 19 th Dec,2024
3	Signature:	19 th Dec,2024	

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 ONLY

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>).

RESEARCH 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.

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.