

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:	Lam Pui Ki, Kitty			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	University of Wales			
4	Campus:	The Hong Kong Management Association			
5	E-mail address:	kikilam758@gmail.com			
6	Contact Telephone Number:	(852) 5405 8346			
For students:					

7	Student Number:	2227331
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)	☒	18 Dec 2023	

SECTION C: Internal and External Ethical Guidance Materials

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

SECTION D: External Collaborative Research Activity

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

1	Institution	Nil
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	☐
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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:	The study of the relationship between social media marketing activities, relationship quality, customer experience, and customers' purchase intention of chocolate brands products in Hong Kong			
2	Proposed start date:	24 October 2023	Proposed end date:	30 April 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 Although Godiva and Venchi did better on social media marketing activities and Lucullus was relatively low in this area, the innovative social media platforms are recommended to upgrade for meeting the current digitalized promotion trend. (this box should expand as you type)				
4	Research Question Apart from the traditional social media usage for promotion, the social media marketing activities by integrating with AI, AR, live streaming, storytelling video clips and real-time interaction apps will be the trend using in chocolate industry. Should three companies consider applying more innovative social media marketing strategies to increase customers' awareness, experience, and purchase intention in this high competition industry. (this box should expand as you type)				
5	Aims of Research Activity The aims of this research are to study the relationship between the individual variables - Social media marketing activities, relationship quality, customer experience, and the dependent variable - Customers' purchase intention, of chocolate brands products in Hong Kong. (this box should expand as you type)				
6	Objectives of Research Activity - To identify the factors affecting customers' purchase intention of chocolate brands products in Hong Kong; - To establish the research model;				

	- To use triangulation method – documents (e.g. Literature review), qualitative research (Focus group and case study) and quantitative research (Questionnaires) to find the relationship between those factors and customers' purchase intention; - To analyze the collected data; - To conclude the findings and results; - To recommend chocolate brands in Hong Kong on future social media marketing strategies to improve sales revenues. (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	Triangulation includes literature review (Secondary research), focus group interview (Primary research) and questionnaire survey (Primary research) method are used. (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	Hong Kong (this box should expand as you type)

10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO ☒	YES ☐
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. (this box should expand as you type)		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO
12	A prosperous Wales	☐	☒
13	A resilient Wales	☐	☒

14	A healthier Wales	☐	☒
15	A more equal Wales	☐	☒
16	A Wales of cohesive communities	☐	☒
17	A Wales of vibrant culture and thriving Welsh language	☐	☒
18	A globally responsible Wales	☐	☒
19	If YES to any of the above, please give details:		
	(this box should expand as you type)		

SECTION F: Scope of Research Activity

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

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

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

SECTION G: Intended Participants

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

Who are the intended participants:		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?	385 (this box should expand as you type)
11	Who will the participants be?	Hong Kong people (this box should expand as you type)
12	How will you identify the participants?	Snowball method (this box should expand as you type)

Information for participants:		YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☐	☒	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☐	☒	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☒	☐
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☒	☐
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☐	☒	☐

19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☒	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☐	☒	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☐	☒	☐
22	If NO to any of above questions, please give an explanation			
(this box should expand as you type)				

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

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.					
1	Full risk assessment completed and appended? <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: (this box should expand as you type) </td> <td> How you will mitigate the risk to participants: (this box should expand as you type) </td> </tr> </table>	Risk to participants: (this box should expand as you type)	How you will mitigate the risk to participants: (this box should expand as you type)		
Risk to participants: (this box should expand as you type)	How you will mitigate the risk to participants: (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 (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: <i>(this box should expand as you type)</i>	How you will mitigate the risk to the investigator: <i>(this box should expand as you type)</i>
5	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: <i>(this box should expand as you type)</i>	How you will mitigate the risk to the University: <i>(this box should expand as you type)</i>
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: <i>(this box should expand as you type)</i>	How you will mitigate the risk to environment: <i>(this box should expand as you type)</i>

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

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when? Nil <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. State the purpose of conducting this research and inform the potential participants that all the collected data will be used for studying purpose only. <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. Inform the potential participants that all the data will be collected with anonymity. <i>(this box should expand as you type)</i>

SECTION J: Data Protection and Storage

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

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☒	☐
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:		
	The files will be stored at own premises and the electronic devices can be accessed only input passwords. <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):		
	<i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	Kitty Lam		
	<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:		
	Kitty Lam		
	<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.		
	The collected data will be kept in 2 years only in my personal computer.		
	<i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	Nil		
	<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:		Date: 18 December 2023

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr. Arion Wong	Date: 18 December 2023
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 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.

POSTGRADUATE TAUGHT DISSERTATION SUPERVISION RECORD

This form is to be used to record a summary of the outcomes of each formal meeting between the student and the dissertation supervisors for Part II of a Masters' Programme.

Student Name:	Lam Pui Ki, Kitty	Student No:	2227331
Programme of Study:	Master of Business Administration	Campus:	The Hong Kong Management Association
Institute/Academic Discipline/Centre:	The Hong Kong Management Association	Module Code:	HKBM7014
Mode of study:	Part-time	Method of study:	Campus based

Dissertation Title:	The study of the relationship between social media marketing activities, relationship quality, customer experience, and customers' purchase intention of chocolate brands products in Hong Kong
Dissertation Supervisor:	Dr. Arion Wong
Programme Manager:	Ms. Lottie Fung

SUPERVISION RECORD

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
24 Oct 2023	Face-to-face	Understanding the requirements of conducting the research and how to build research model	Kitty Lam	Dr. Arion Wong	2 hours	2 hours
20 Nov 2023	Face-to-face	Reviewing the proposed research model relating research motivation, problems, aims and objectives	Kitty Lam	Dr. Arion Wong	2 hours	4 hours
27 Nov 2023	Face-to-face	Understanding and review the usefulness of the collected literatures and existing sources for achieving the research aims	Kitty Lam	Dr. Arion Wong	2 hours	6 hours

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
6 Dec 2023	Face-to-face	Understanding and review the usefulness of the collected literatures and existing sources for achieving the research aims	Kitty Lam	Dr. Arion Wong	2 hours	8 hours
15 Dec 2023	Face-to-face	Reviewing the draft of the dissertation proposal	Kitty Lam	Dr. Arion Wong	2 hours	10 hours

Notes on the Postgraduate Taught Dissertation Supervision Record

Record the date and type of meeting – e.g. face-to-face, Microsoft Teams, video conference, telephone, email, letter

Note the outcomes agreed by both the student and the supervisor

Both the student and the supervisor should initial

Record the duration of the meeting

Update the running total for duration by adding the duration of the meeting to the previous running total

MBA Dissertation Proposal by Kitty Lam

Research Title:

The study of the relationship between social media marketing activities, relationship quality, customer experience, and customers' purchase intention of chocolate brands products in Hong Kong.

Subject: HKBM7014 - Proposal for Final Dissertation

Student Name: Lam Pui Ki, Kitty

Student ID No.: 2227331

Date of Submission: 18 December 2023

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1. Introduction

In this section, it illustrated the global trend and market overview of chocolate industry in Hong Kong, why the chocolate brands - Godiva, Venchi and Lucullus were chosen for studying in this research and the current situations of social media marketing promotion strategies and online shops in Hong Kong for chocolate brands for these three selected brands.

1.1 Background

In global chocolate confectionery market, Maximize Market Research (2023) The chocolate market size of both online and offline business channels was recorded with value at US\$ 138.07 billion in 2022 and the expected total revenue is estimated to grow at 5.1% from 2023 to 2029, reaching about US\$ 195.58 billion. DataBridge Marketing Research (2023) The rising trend of online distribution platforms created the business opportunities to help the business extension of physical shops and drive the growth of the chocolate confectionery market.

In Hong Kong, people also buy chocolate at online or retail shops, for self-enjoyment or buy it as a present to others in special occasions, such as Christmas, Easter, and Valentine's Day. However, many chocolate brands were already established, and they faced high competition (Chan, 2020). While the most common used social media platforms in Jan 2023 were YouTube, WhatsApp, Facebook, Instagram, and WeChat (Chiu, 2023).

The chocolate brands - Godiva, Venchi and Lucullus in Hong Kong region were chosen for studying in this research as they have over 15 chain-stores in Hong Kong and they also have online shops and social media marketing activities.

In Table 1, it showed the marketing strategies of Godiva, Venchi and Lucullus in Hong Kong.

Table 1: Marketing Strategies of Godiva, Venchi and Lucullus in Hong Kong

Marketing Strategies in Hong Kong of Godiva, Venchi and Lucullus													
Chocolate brands	No. of Retail Shops	Online Shop	Facebook	Instagram	WhatsApp	WeChat	YouTube	Chatbot	Membership programme	B2B e-Form	AI	AR	Videos
1. Godiva	19	V	V (135K followers)	V (12.7K followers)	V	X	X	X	V	X	X	X	V
2. Venchi	16	V	V (139K followers)	V (9965 followers)	X	X	V	V	X	X	X	X	V
3. Lucullus	23	V	V (17K followers)	V (16.4K followers)	X	V	X	V (does not work)	V	V	X	X	V

Source: Created by author, 2023

1.2 Research motivation

Although Godiva and Venchi did better on social media marketing activities and Lucullus was relatively low in this area, the innovative social media platforms are recommended to upgrade for meeting the current digitalized promotion trend.

1.3 Research Problems

Should three companies consider applying more innovative social media marketing strategies?

1.4 Research aims and objective

The aims of this research are to study the relationship between the individual variables - Social media marketing activities, relationship quality, customer experience, and the dependent variable - Customers' purchase intention, of chocolate brands products in Hong Kong.

The research objectives are illustrated in the following:

- To identify the factors affecting customers' purchase intention of chocolate brands products in Hong Kong;
- To use Literature review, Focus group, Questionnaires for study;
- To analyze the collected data and conclude the findings and results;
- To recommend chocolate brands in Hong Kong to use more social media

1.5 Summary

In this high competition in chocolate industry and the innovative social media marketing activities will be the trend using in this industry, the study is to find out the relationship of factors to increase customers' purchase intention of chocolate brands products in Hong Kong.

1.6 Timelines of report completion

The following Figure 1 shows the Gantt chart of timeline for completing this report.

Figure 1: Timelines of report completion

No.	Descriptions of tasks	4Q 2023			1Q 2024			2Q 2024
		Oct	Nov	Dec	Jan	Feb	Mar	Apr
Stage of design the preparation works								
1	Define research Background							
2	Identify research motivation and problems							
3	Identify research aims and objectives							
4	Conduct literature review							
5	Conduct research framework							
6	Draft pilot test, questionnaire and preparation of focus group							
Stage of execution of data collection and analysis								
7	Distribute formal questionnaire for collecting data							
8	Forming focus group and conduct interview for collecting data							
9	Analyze the collected data							
Stage of recommendation and conclusion								
10	Provide the recommendation and conduct the final review of analysis							
11	Provide a conclusion of study							
12	Submission of final report							

Source: Created by author, 2023

2. Literature review

In this section, the definition, the construct/measurement of the Individual Variables- Social Media Marketing Activities, Relationship Quality, and Customer Experience, and the Dependent Variable – Purchase Intention are illustrated.

2.1 Social Media Marketing Activities (SMMA)

2.1.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Social media is an internet-based channels allowing users to interact with specific communities in real time. The construct of SMMA are Entertainment, Interaction, Trendiness and Customization, Word-of-Mouth (WOM).

2.1.2 Construct/ Measurement

a. Entertainment:

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Entertainment is that the customers are entertained by getting companies' free marketing contents for producing social network activities.

b. Interaction

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) A social media marketing campaign creates direct interactions between users and companies.

c. Trendiness

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Trendiness is that the social media allows customers to obtain the companies' latest information and trends of products in real time.

d. Customization

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Customization is that the customers enable to use the customized information searching via the companies provided searching services.

e. Word-of-mouth (WOM)

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) WOM is that the customers are willing to share their seen information on companies' social media to others.

2.1.3 Concluding summary

The constructs of SMMA comprising interaction, entertainment, trendiness, word-of-mouth (WOM), and customization are used in this study as there were different researchers of previous studies supported by literature reviews and used these same constructs in their studies to prove the relationship with purchase intention.

2.2 Relationship Quality

Relationship quality is important to show the relationship between the service providers and their customers. The following section illustrated the definition of relationship quality, the construct/measurement, and the concluding summary for selection of these construct/measurement in this study.

2.2.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Relationship quality is the overall degree talking about the strength of relationships between social media users and the companies which consist of trust and satisfaction.

2.2.2 Construct/Measurement

a. Trust

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) The researchers mentioned that trust is a part of the dimension of relationship quality relying on what kind of message delivered by the companies. The quality is good, the customers trust, loyalty and purchase intention are maintained.

b. Satisfaction

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) The good quality of companies' information in social media provides a good effect of continuous customers' purchase intention.

2.2.3 Concluding summary

The constructs of relationship quality comprising trust and satisfaction are used in this study as different literature showed the relationship between relationship quality and trust and satisfaction.

2.3 Customer Experience

Customer experience is also important to show the relationship between the service providers and their customers.

2.3.1 Definition

Arady, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Customer experience improve companies' competitive position. Five types of experiences were explained: Sense, Think, Feel, Act and Relate of customer experience. Abdelkader (2023) Customer experience contains four main elements, Perceived Personalization, Perceived Relevance, Perceived Accuracy and Perceived Convenience for measurement.

2.3.2 Construct/ measurements

a. Perceived Personalization (PP)

Abdelkader (2023) mentioned that the perceived personalization is the companies can personalize to customers' needs, show their understanding of customers' preferences, and needs and provide related recommendations and suggestions to customers.

b. Perceived Relevance (PR)

Abdelkader (2023) mentioned that the perceived relevance is the companies can provide related and useful information according to customers' needs and provide relevant options and alternatives.

c. Perceived Accuracy (PA)

Abdelkader (2023) mentioned that the perceived accuracy is the companies can provide accurate and reliable, correct and updated information which the customers trust it.

d. Perceived Convenience (PC)

Abdelkader (2023) mentioned that the perceived convenience is the customers can use the social media easily with guidance, the companies can provide a quick and efficient solution to save time and effort for products selection compared to other interaction methods.

2.3.3 Concluding Summary

The constructs of customer experience comprising Perceived Personalization , Perceived Relevance, Perceived Accuracy and Perceived Convenience are used in this study.

2.4 Purchase Intention

2.4.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Purchase intention is that the customers have willingness to buy products or to be the potential customers after receiving social media marketing content.

2.4.2 Construct/ measurement

Social media marketing activities, relationship quality and customer experience are the constructs in this study which the definition are explained as above section.

2.4.3 Concluding Summary

Social media marketing activities, relationship quality and customer experience are chosen as the researchers showed there are the relationship with these constructs and purchase intention.

2.5 Relationship amongst variables

2.5.1 Social media marketing activities affects purchase intention

According to the above literature reviews, the constructs of SMMA comprising interaction, entertainment, trendiness, word-of-mouth (WOM) presented the positive relationship with purchase intention.

2.5.2 Relationship quality to purchase intention

According to the above literature reviews, the constructs of relationship quality comprising trust and satisfaction showed the positive relationship between relationship quality with purchase intention.

2.5.3 Customer experience to purchase intention

According to the above literature reviews, the constructs of customer experience comprising Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) showed the positive relationship between customers experience and purchase intention.

2.6 Concluding summary

It is found that social media marketing activities, relationship quality and customer experience affecting customers purchase intention.

3. Research Methodology

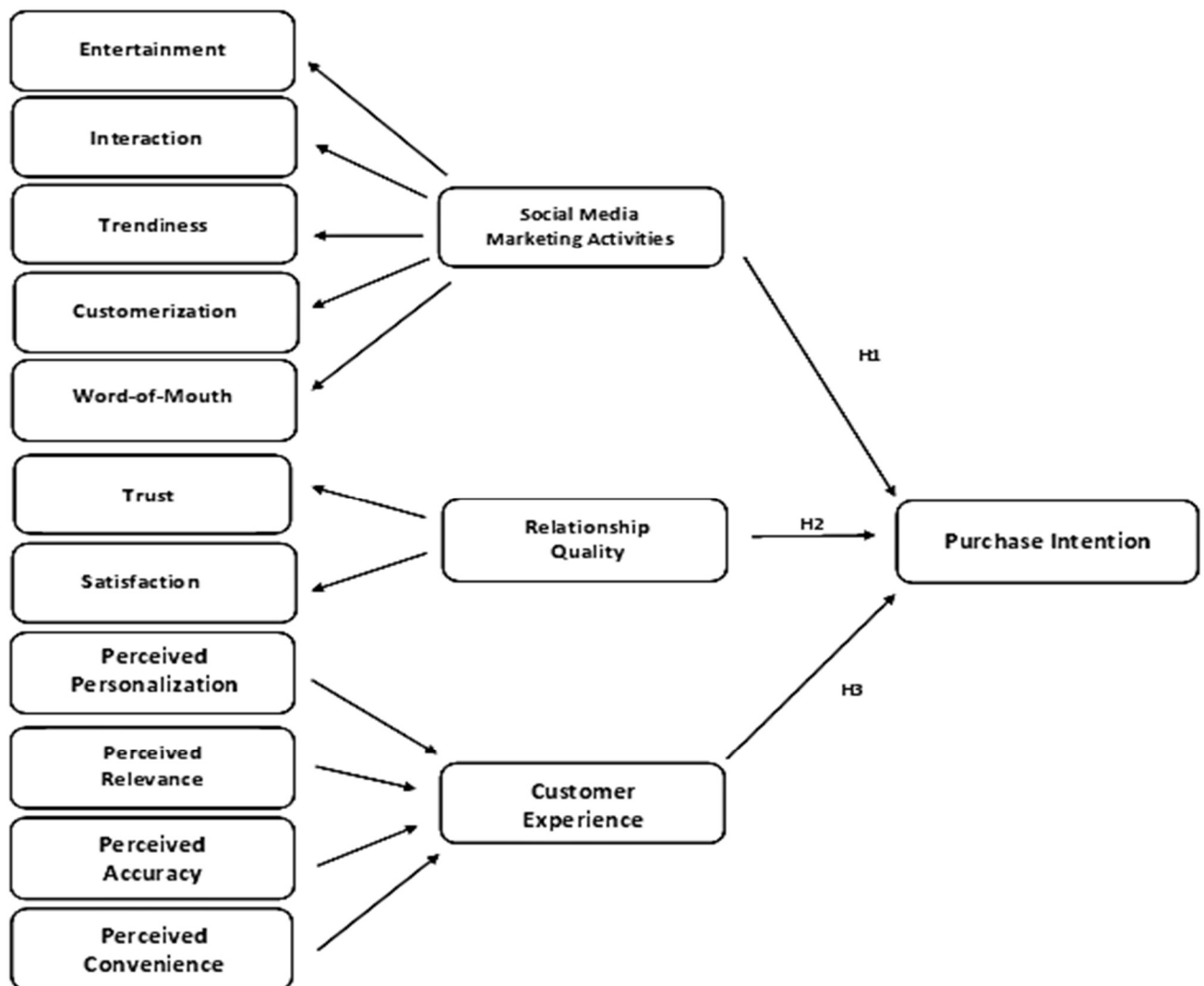
Divya, S. (2023) A research methodology includes the procedures, methods and techniques applying in the research to identify and analyze the collected data to a specific research topic. It is a process that the researcher designs its study to achieve the aims of the research by using the selected instruments which includes research design, method of data collection and analysis as well as the overall framework to be conducted.

In this study, Triangulation includes literature review (Secondary research), focus group interview (Primary research) and questionnaire survey (Primary research) method are used.

3.1 Research model with hypotheses

The research hypotheses are set to find out the relationship between social media marketing activities of chocolate brands and customers' purchase intention. The following figure 2 illustrates the research model of this study, there are three hypotheses, (1) Social media marketing activities, (2) Relationship quality, and (3) Customer Experience are positively related to purchase intention.

Figure 2: Research Model of this study



Source: Created by Author

H1: Social media marketing activities is positively related to purchase intention.

H2: Relationship quality is positively related to purchase intention.

H3: Customer Experience is positively related to purchase intention.

3.2 Literature review, Qualitative research and Quantitative research - Secondary surveys

The existing data is collected from governments, agencies, educational institutions, libraries, newspapers, academic journals, or magazines for analyzing in this research, etc. These methods are relatively in lower cost to get the existing data, but it may not be the most updated or reliable.

3.3 Focus group interview (Qualitative research- Primary survey)

Deakin University (2023) Focus group interview is that a researcher invites individuals from the study population to form a group for discussing the issues of research and generate research data. In this study, a group of 4 participants are invited to express their experience and opinions on social media marketing activities on chocolate brands in 30 minutes freely. The collected data is used for analyzing the impacts and the relationship between social media marketing activities on chocolate brands and customers' purchase intention.

3.4 Questionnaire survey method (Quantitative research- Primary survey)

3.4.1 Final Survey

Final survey is a whole survey that questionnaire is used to collect the data from samples. The following part showed how to define the target population, sampling method, sampling size, and data analysis techniques.

a. Target population

The target population is 7,413,070 persons which is the total number of population in Hong Kong collected from 2021 Population Census (Census and Statistics Department, 2023)

b. Sampling method

Snowball sampling method is used in this study.

c. Sampling size

Mcleod (2023) The confidence level is a range of value that the researcher can be a certain percentage confident contains the true mean of the population. As the researcher cannot study everyone in a population, the researcher can only estimate a population's characteristics by analyzing the collected sample data.

Z-score with upper and low score at different confidence intervals are using, Table 2 showed the confidence levels at 0.9, 0.95 and 0.99 which the related z-score are 1.645, 1.95 and 2.58 respectively.

Table 2: The confidence interval of Z-core

Confidence Level	Z-Score
0.9	1.645
0.95	1.96
0.99	2.58

Source: Mcleod, 2023

Sullivan (2023) A 95% confidence interval is often used mostly in the health-related publications, although this study is not related to health matters, it related to food industry, 95% confidence interval is chosen.

According to 95% confidence interval for determining the sample size, 385 questionnaires are required to collect.

d. Data analysis techniques

For analyzing the collected data from questionnaires, SPSS Statistics software is used. La Trobe University (2023) SPSS Statistics software is a quantitative data analysis tool that was created by IBM for supporting researchers to conduct the in-depth statistical analysis of collected data, identify trends, and produce forecasts. Frost (2023) Cronbach's alpha coefficient measures the internal consistency or the reliability of a set of survey items, it ranges from 0 to 1. Indiana University (2023) Cronbach's alpha normally ranges between 0 and 1. The reliability level of determined coefficient, > 0.9 (Excellent), > 0.8 (Good), > 0.7 (Acceptable), > 0.6 (Questionable), > 0.5(Poor), and < 0.5 (Unacceptable).

3.5 Research Method Limitations

As the researcher cannot study everyone in a population, it can only estimate a population's characteristics by analyzing the collected sample data. Also, there may be a potential sampling bias in snowball sampling method or there is error due to the group of subjects have similar characteristics.

3.6 Research Ethics

This research is conducted by the researcher ethically, the data is collected to use in this study only, is kept confidentially, and the data is not used for other purposes.

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