

LEVEL 7 ASSESSMENT SPECIFICATION

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UWTSD

Dissertation Proposal

Topic:

A study of the factor influence customer-purchasing-intention in Hong Kong online supermarkets

Proposal (Total: 2,275 words)

Programme: MBA

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1 Research Background

In this chapter, we will provide the background information on our research topic because of digitalization has risen and the resulting benefits for the supermarket industry in Hong Kong after COVID-19. Finally, the research aim and research objective with an explanation.

The COVID-19 pandemic has been a huge test for the retail industry in Hong Kong, and it is one of the biggest social and healthcare crises in worldwide history. Most of the countries were lockdown at the beginning and flights were cancelled. Restaurants and public were closed, companies had to work from home, and their GDP were remain low except China with 6.1% as end of December 2020 (Silver, 2020). Projected to a global economy will have improvement in 2021 with the vaccine-powered strengthening of activities later in the end year (IMF, 2021).

The first virus was confirmed in Hong Kong on 22 January 2020, and the locals had reported a total of 5 waves during the COVID-19 milestones (Ipsos, 2020), which has deeply plagued Hong Kong's economy. Furthermore, most of our businesses had recorded negative growth, such as: retails, food and beverage, services consumption (eg. transportation, medical & healthcare), travels and tourism, etc. The border to mainland China remains lockdown, and until now it has become "new normal". With the overall value index of retail sales decreased in 2019 (-11.1%, from 1-12), 2020 (-24.3%, from 1-12), and 2021 until August has recorded +8.1%, which shows a stable local epidemic and improvement of labor conditions. The value of commodities in supermarkets sales has decreased by 8.0% in August 2021 (-10.7%, from 1-8, 2021), comparing to last year +9.7% (from 1-12, 2020). For online sales in August 2021 accounted 7.4%, compared to y-o-y had increased 16.5%, and the first eight months of 2021 was provisionally estimated that the value of online retail sales increased by 45.2% compared with the same period in 2020 (C & SD, 2021a). The figures shows that the supermarkets sales saw huge surges in grocery spending as restaurants closure in 2020. The online sales remain strong and spending more time than the outbreak period with 44% purchasing more groceries online (Ipsos, 2020), see next page figure 1.

In general, Hong Kong is recovering from the pandemic. Domestic demand expected to improve in the period ahead, fewer dine-in restrictions and eating habits in the restaurants will come back, which may reflect to the food retails slowdown. Therefore, this intends to evolve trends and demands on offline supermarkets as traditional and online as “new normal” after COVID-19.

Most are spending more time online



Figure 1: Most are spending more time online
Source: Ipsos, 2020

2 Research Problem

We had a concept to compare the two channels to explain consumers’ purchase intentions to understand the trend and predict purchase intention on online in Hong Kong supermarket.

2.1 Review supermarket retail in Hong Kong

Hong Kong has over 800 different sizes of supermarkets and concentrates the TOP 8 with 694 supermarkets (Statista, 2020), and only one seems without any online purchasing platform, see below table 1 (page. 4). The convenience of Hong Kong supermarkets are well-known, especially Wellcome and ParkNShop the 2 significant chains store. With their great network and few 24-hour, we can find supermarkets in every core street, see next page figure 2.

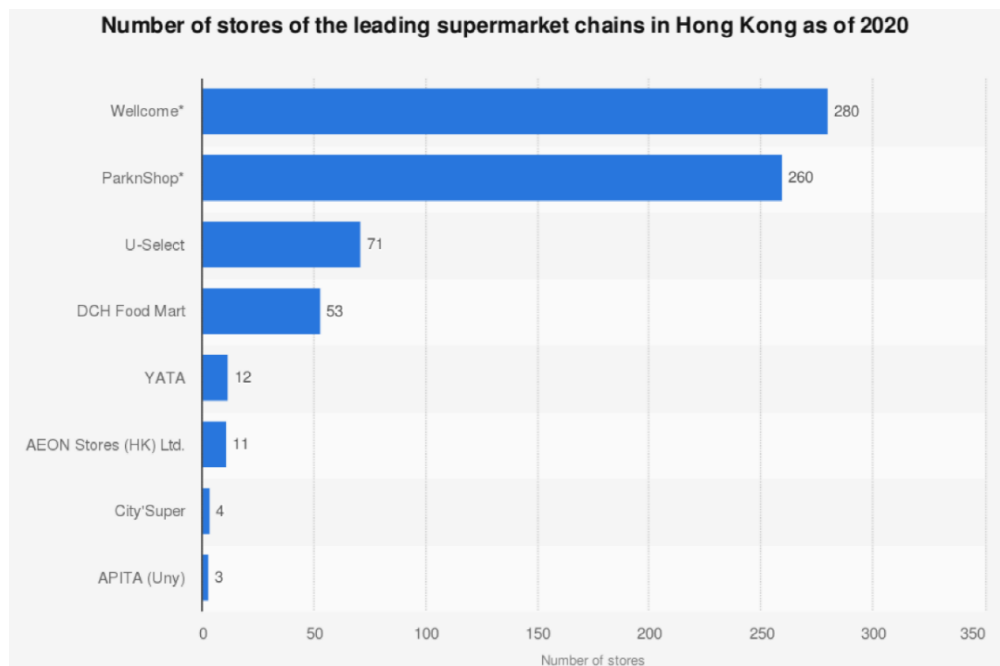


Figure 2: Number of stores of the leading supermarket chains in Hong Kong as of 2020
Source: Statista, 2020a

For sales figures, the overall 2020 retail sales of supermarkets, including department stores supermarket has a value of 66,113m HKD with 10% increase compared to 2019 (59,365m HKD), and this may be caused by COVID-19 “StayHomeSafe” (Statista, 2020b), see figure 3.

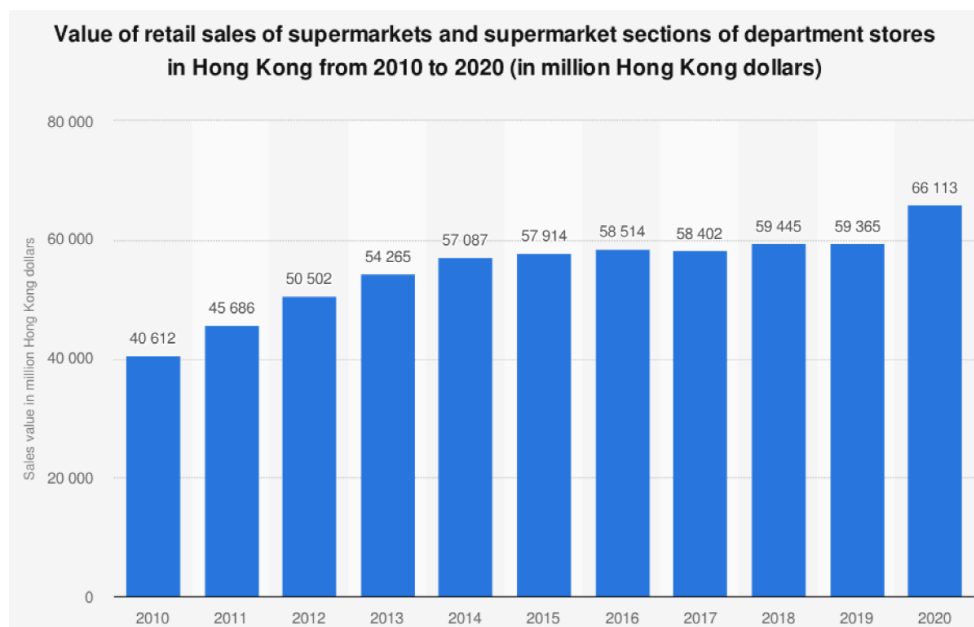


Figure 3: Value of retail sales of supermarkets and supermarket sections of department stores in HK from 2010 to 2020 (million HKD)
Source: Statista, 2020b

On the other hand, COVID-19 had changed the way e-commerce and digital solutions increased the convenience of consumers purchasing online. As in Hong Kong has a figure of 60% in overall of 2.39m households making online purchases in 2019/20 and under foodstuff's & beverages has 167k of households spending an average of 1,295 HKD/month which covered 12% of all online purchasing around 2,595m HKD (C&SD, 2021c). Further, the value of retail sales of supermarkets will remain steady back to normal, and believe the online purchases will have opportunities for increase as new potential.

TOP 8 supermarket online purchase platform status

Supermarket Brand	App Purchasing	Online Purchasing	Free Delivery
Wellcome	Yes	No	>HKD 500
Parknshop	Yes	Yes	>HKD 500
U-Select	No	No	-
DCH Food Market	Yes	Yes	>HKD 500
Yata	No	Yes	>HKD 1,000
Aeon Stores (HK) Ltd.	No	Yes	>HKD 800 Non-member >HKD 500 Member
City'Super	No	Yes	>HKD 800
APITA (Uny)	No	Yes	>HKD 500

Table 1: TOP 8 supermarket online purchase platform status

Source: Compiled by Author

2.2 The affect of COVID-19 for supermarket shopping how the traditional survived and trends of increasing the purchase intention on online platform

The COVID-19 affected to our lifestyles and motivations, such that our purchasing behaviors changed and become 'new normal'. The impact had created a new path for e-commerce across the industry of new online group customers and influenced online shopping as new trends (Gu, 2021). This causes the physical stores to have restrictions due to the pandemics, while to increase the sales they decided to have online market. At first before the pandemics Wellcome and PakNShop dominated the online market; however, after the pandemics started consumers searched everywhere for masks, alcohol handrubs, disinfection and cleaning products, etc. which significantly boosted other competitors to have online platforms to expand their business sales, see above table 1. The new competitors were lagging behind the domestic O2O business before, and it was a great chance to raise the popularity to get the market share.

In the supermarket, e-commerce inroad which has risen from 2 to 3 percent before the crisis to 8 to 10 percent during its peak, is expected to settle at twice the previous 'normal' level, 5 to 7 percent, by year's end (Briedis, 2020). This may increase the study importance of how consumers will carry out their purchasing goods and services in the future to traditional or online and how the industry will carry over their business.

3 Research Objective

The primary purpose of this research is to understand the purchase intention of online supermarkets in Hong Kong. Based on our study we will investigate the predictors of the two differences, and understand why consumers will online or offline. Further, we will try to explain how online purchase intentions are constructed, effect of the causes then to interrupted as a reason why consumers intend to purchase online, and evaluate the causes.

We will provide expert advice for those professionals, including researchers, grocery website and layout designers, supermarket chain marketing managers, directors or high-level executives, competitors, and specialists related to supermarket retails, and continue their growth in the upcoming year. The suggestions will reinforce local competitors and lead them in the field to help the supermarket chains operate more efficiently.

4 Question and value of research

This research is to evaluate the purchasing trends of customers. It is expected to benefit consumers and increase the retailer's sales through a channel. By having those predicts the retailers can design their marketing activities to reach their target audience and their awareness about consumers needs before promoting it. Customers will then tries to purchase the product or service, such determine of online purchase intentions leads us to the following research question:

RQ1: There is a significant relationship between quality and consumers' purchase intention on online supermarkets in Hong Kong?

RQ2: There is a significant relationship between convenience and consumers purchase intention on online supermarkets in Hong Kong?

RQ3: There is a significant relationship between perceived risk and consumers purchase intention on online supermarkets in Hong Kong?

RQ4: There is a significant relationship between price and consumers purchase intention on online supermarkets in Hong Kong?

5 Literature Review

The purpose of the literature review is to understand the existing research and debate in our field of research. We will search, evaluate and present our respectful choice subject areas. This is to build and help us to build knowledge in the field. It is divided into four parts, including a brief description of the online shopping; the detail will explain how a digital transformation occurs and after the COVID-19 and waves what is the trend for consumer intention to shop.

5.1 Service Quality

Quality is a grade of excellence on a service or a product and able to satisfy customers' needs (Qualitydigest.com, 2009). For example, especially for online retailing, the quality of e-services is one of the key factors to maintain the success of e-commerce, because consumers can compare product features and prices more easily than offline retail environments (Santos, 2003). A higher level of service quality will bring an organization's competitive advantage and increase consumers' willingness to purchase products online (Santos, 2003; Gao et al., 2015). Ahmed et al. (2017) show that good service quality will increase consumers' willingness to buy on the desired website. Finally, service quality can be achieved by minimizing the time cost associated with the service (Hui et al. 1998).

5.2 Convenience

Convenience now a day not only close to you or within your area; now customers tend to have less time to purchase goods and services, therefore consumers is looking for new alternatives to save time and online offers timesaving, for example, by offering a wide range of online stores. Since there are no large crowds and long waiting times, online stores seem to be more convenient (Jiang, Yang and Jun, 2013). Online channels have given us a high degree of convenience, providing valuable information about recent offers, price discounts, and recommendations by using search engine optimization (SEO). Customers can purchase products from websites regardless of time 24 hours, 7 days or location and benefit consumers from avoiding crowds and making shopping more convenient and safer. A short product description, comment section, can implementing simple with different payment methods will always help in convenience (Jiang, 2013; Verhoef, 2007).

5.3 Perceived Risk

Perceived risk refers to spirit of purchasing a product which associated with customers' desired satisfaction, but also the uncertain loss about the future (Lake, 2007). Samadi and Yaghoob-Nejadi (2009) further define perceived risk as consumers' expectation that the decisions they make will have a negative impact on consumers. Forsythe et al. (2006) further explained risk factors such as financial risk, product risk and time risk and their impact on consumers' perception of online shopping. The results show that compared with consumers with low online shopping frequency, consumers with high online shopping frequency have lower perceived risks and which can experience different forms of perceived risk.

And sometimes you will feel like losing money for those products that do not meet your expectation which define as perceived financial risk and bad purchase decision of psychological risk (Zielke and Dobbstein, 2007; Salam et al., 2003). Similarly, bad purchase decision may also involve to psychological risks according Ueltschy et al. (2004). Because of no physical contact, consumers are most likely to experience these risks when shopping online. However, due to COVID-19 consumers will feel increased risk when shopping in physical stores due to the spread of infect diseases and increase the possibility of buying online to reduce the contact risk (Gao et al., 2020).

5.4 Pricing

Price is an important factor that customers will consider and decide to buy their product. For the past few years, due to the boost of online platforms they had led the competition against the physical retailers (Toth, 2016). Many studies had determined that pricing is significantly related to customer satisfaction and negative perceptions of pricing make customers feel dissatisfied and disloyal (Bucko, 2018). More than half of online customers had changed retailers because of pricing. Pricing has a special impact on the satisfaction of experienced online customers (Keaveney, 1995; Jiraidlok, 2014; Hung, 2020).

Comparing with traditional physical stores, many customers expect online stores provide products and services at a lower price. This is because physical stores need to consider higher rental cost; employee wages and operating expenses, and less chance to have discount due to less profit margins and more profitability is needed to maintain survive.

6 Methodology

In this chapter, we will explain our research methodology. To discuss the development and direction, including the relationships between the five variables in the research framework and the research design (e.g., questionnaire design, data collection, research objective, data source, analysis method, research timetable, etc.). Moreover, the data will determine the research's validity, reliability, and limitations.

6.1 Research Method

We will implement the correct research method to collect and analyse the needed primary data. There are two main approaches; one is quantitative which is more statistical and defined. The data are measured by values and numbers for analysis. And the qualitative is not statistical and unstructured in nature, and this approach is based on attributes, properties and other identifiers (Bhat, 2018).

In this section, we will apply the quantitative method and do surveys by collecting the primary data. The advantages of using the quantitative method are mainly closed questions, able to perform quick and to collect large random samples, but they do have a drawback in the unnatural environments like seasonal results (Bhat, 2018). Therefore we will need to structure our questions with less monthly based questions and to perform pilot run before sending our online survey through the internet for data collecting. The results will be numerical by looking at the relationships using statistical techniques and understanding to predict changes accordingly.

6.2 Research Design

This study is to investigate consumers' purchase evaluations of shopping online supermarket. We will develop a conceptual model that explains online and offline purchase intentions, and base on the literature review; we will propose that the online and offline purchase intentions are based on the perception of quality, convenience, perceived risk, and trust. The conceptual model will be tested using SPSS software by collecting data through a survey. First, determine the relative importance of purchase intention predictors by investigating direct and indirect effects. Then, based on conceptual support by assuming that certain factors play a role in any situation.

6.3 Sampling Method

Our target is those aged over 18 years and as mid of 2021, the Hong Kong population who aged over 18 years had around 639.09 thousand persons which covers 86.4% of Hong Kong's total population (C&SD, 2021b). In this group, they are well enough to do groceries shopping using online and offline in a supermarket and using electronic payment, such as credit & debit cards, Alipay, etc., who must be at least 18 years of age and have a savings account in their name.

By using snowball sampling, one of the non-probability random sampling (Etikan, 2017) and send out using network through mobile apps. We will identify potential groups and subjects as above, and sampling size will base on the sample size formula. The equation can be derived by using population size, the critical value of the normal distribution, sample proportion and margin of error (Thakur, 2021).

We will use critical value at 95% (Z-score) from our normal distribution at a confidence level of 1.96. Our margin of error will set below 10% as a higher indicates a high chance that the result may not be true reflect the whole population. This formula is generally used in healthcare, education, and market research, etc, (Taherdoost, 2017), see figure 4.

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

N = Population size, e = Margin of error, z = Z-score

Figure: Sample size formula

Source: SurveyMonkey, 2021

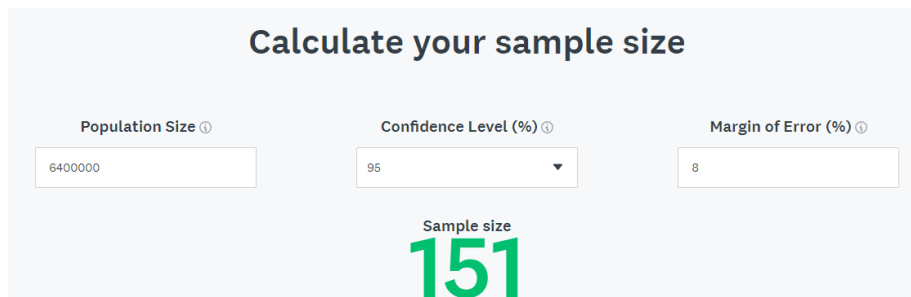


Figure 4: Sample size calculator

Source: SurveyMonkey, 2021

6.4 Analysis Method

We will use the below two methods for our statistical analysis. The purpose of using those are to investigate the trends, patterns, and relationships. After collecting data from our sample group, we will investigate the data and examine the linear relationship, organize and summarize the data by interpreting and generalizing the findings.

- *Correlation Analysis*

Correlation analysis measures the strength of the linear relationship between two variables and calculates their association. A high correlation point indicates a relationship between two variables, while a low correlation point indicates a weakly correlated variable. If there is a positive correlation between two variables, an increase in one variable will increase the other variable. On the other hand, if it is a negative correlation, it means that one variable increases and the other decreases, and vice versa (Gogtay, 2010), see next page figure 5. The analysis will identify the relationships and trends to be more relevant to daily life.

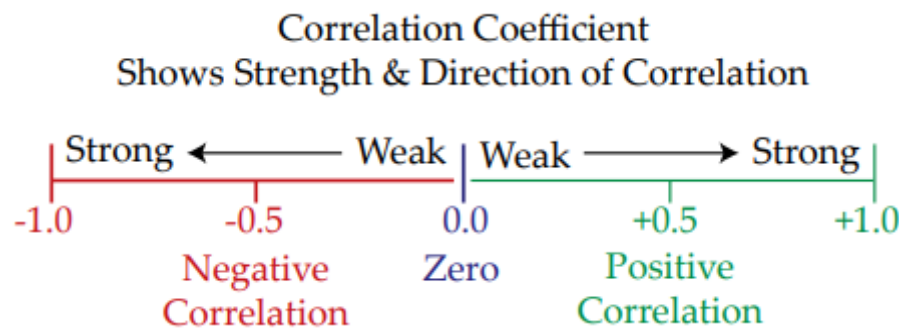


Figure 5: The spectrum of the correlation coefficient (-1 to +1)
Source: Gogtay, 2010

- ***Regression Analysis***

Regression analysis is a set of statistical methods used to estimate the relationship between the dependent variable and one or more independent variables (Alchemer, 2018). By accessing the random variables, we can find the relationship between variables and model the future relationship between them. Furthermore, this time we will use our factors as variables, create a model to find the relationship of people purchase intention after COVID-19. We will set $R^2 > 0.7$ as it indicates the percentage of the variance in the dependent variable that the independent variables collectively, called the coefficient of determination. If higher R^2 values represent smaller differences between the observed data and fit all values (Moore, 2013).

7 Explanation of Data Analysis

This chapter will include several subsections and analyse the results of the questionnaire. The first part of the survey outlines is the sample characteristic, such as gender, age, household size, educational level, and preferred shopping mode. Then the factors influencing online shopping decisions and the factors ranking. Finally, will be the shopping experience during the COVID-19 outbreak and prefer for “new normal” or after the COVID-19 plus the device type they prefer to use for online shopping.

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(Accessed: 24 Oct 2021).

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:	Arthur Wing Kai, ANG			
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:	Hong Kong HKMA			
5	E-mail address:	arthur83hk@yahoo.com.hk			
6	Contact Telephone Number:	+852-6776-7250			
For students:					
7	Student Number:	2019402			
8	Programme of Study:	Master of Business Administration (MBA)			
9	Director of Studies/Supervisor:	Dr. Joe Leung			

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	[List any other relevant documents here] ☐

SECTION D: External Collaborative Research Activity

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

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

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

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

SECTION E: Details of Research Activity

1	Indicative title:	A study of the factor influencing customer-purchasing-intention in Hong Kong Online Supermarkets		
2	Proposed start date:	11st Oct, 2021	Proposed end date:	29th Apr, 2022
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research 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 Using questionnaire survey for this study (this box should expand as you type)			
4	Research Question 1) There is a significant relationship between convenience and customer-purchasing-intention in Hong Kong Online Supermarkets. 2) There is a significant relationship between perceived risk and customer-purchasing-intention in Hong Kong Online Supermarkets. 3) There is a significant relationship between pricing and customer-purchasing-intention in Hong Kong Online Supermarkets. 4) There is a significant relationship between service quality and customer-purchasing-intention in Hong Kong Online Supermarkets. (this box should expand as you type)			
5	Aims of Research Activity To investigate the customer-purchasing-intention in online Hong Kong supermarkets (this box should expand as you type)			
6	Objectives of Research Activity 1) Investigate the online and offline trends of the HK supermarket 2) Investigate the customer purchasing intention of the online HK supermarket 3) To help and give the finding to the business trends of online supermarket field in Hong Kong for improvement (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	Based on the literature reviews to create our own framework then to apply the quantitative method and do surveys by collecting the primary data. <i>(this box should expand as you type)</i>
	Location of research activity Identify all locations where research activity will take place.
8	Hong Kong SAR, China <i>(this box should expand as you type)</i>
	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	N/A, no specific considerations for cultural and/or legal sensitivities or vulnerabilities of participants from my activity. <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? Min.150 participants (this box should expand as you type)
11	Who will the participants be? Snowball. (this box should expand as you type)
12	How will you identify the participants? Over 18 years old. (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: N/A (this box should expand as you type) </td> <td> How you will mitigate the risk to participants: N/A (this box should expand as you type) </td> </tr> </table>	Risk to participants: N/A (this box should expand as you type)	How you will mitigate the risk to participants: N/A (this box should expand as you type)		
Risk to participants: N/A (this box should expand as you type)	How you will mitigate the risk to participants: N/A (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 <table border="1"> <tr> <td> Risk to the investigator: N/A (this box should expand as you type) </td> <td> How you will mitigate the risk to the investigator: N/A (this box should expand as you type) </td> </tr> </table>	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)		
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 <table border="1"> <tr> <td> Risk to the University: N/A (this box should expand as you type) </td> <td> How you will mitigate the risk to the University: N/A (this box should expand as you type) </td> </tr> </table>	Risk to the University: N/A (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)		
Risk to the University: N/A (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 <table border="1"> <tr> <td> Risk to the environment: N/A (this box should expand as you type) </td> <td> How you will mitigate the risk to environment: N/A (this box should expand as you type) </td> </tr> </table>	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)		
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. <i>(this box should expand as you type)</i>
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	Consent will be explained verbally before the interview started. <i>(this box should expand as you type)</i>
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	No personal data will be collected during the research activities. <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	<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	(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:		
	Highly protected by password with login. (this box should expand as you type)		

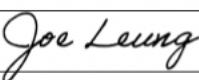
Data Protection			
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	Data will be transferred by google form to excel file then we will need to transfer the data to SPSS for analysis use. (this box should expand as you type)		

22	List all who will have access to the data generated by the research activity:		
	Myself only. <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 only. <i>(this box should expand as you type)</i>		
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.		
	No data will be stored and once finished the activities it will be deleted immediately. <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:	 Date: 07th Dec, 2021

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr Joe Leung	Date: 7 Dec 2021
3	Signature:		

For STAFF Submissions:

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

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

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

RESEARCH STUDENTS AND STAFF ONLY

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

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

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

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