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Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

An Explorative Study:
Factors Influencing Passengers
Considering Full Service or Low-Coast
Carriers in Hong Kong

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1. Introduction

The Hong Kong airline industry is made up of three components: full-service airlines (FSA), charter airlines (CA) and low-cost airlines (LCA). Low-cost airlines are those that market themselves using reduced prices for air travel tickets, a focus on achieving fuel efficiency, and the stoic management of yields and revenues (Castro & Lohmann, 2014; Straker & Wrigley, 2018). This means the emergence of low-cost airlines is a relatively novel business model that competes with full-service airlines for clients within Hong Kong (McNeill, 2014). Some of the main differentiating factors between FSA and LCA models are distribution networks, limits or caps on service, the fare structure and the kind of passengers or aircraft (Lee et al., 2018; Brida, Moreno-Izquierdo & Zapata-Aguirre, 2016). Even though the LCA model evolved from the FSA model, the former has become a real competitor and challenger to the latter in terms of attracting passengers and revenue generation (Berry, Danaher, Aksoy & Keiningham, 2020). This implies that the LCA model is eating into the market share of FSA.

1.1. Statement of the Problem

The emergence of LCAs to compete alongside FSAs in Hong Kong has called into review the factors that tend to influence the choices of passengers regarding their preference for either full-service or low-cost airlines that ply the various routes of Hong Kong (Lim & Lee, 2020). Indeed, this research is necessitated by the need to understand, qualify and quantify the real impacts of these two business models for airlines in Hong Kong. this will add to the extant information on the subject, as well as provide an informed approach to the further specialization and complementariness of these two models of airline transport. In some instances, FSAs have reportedly considered reducing airfares to compete effectively with LCAs (Avogadro, Malighetti, Redondi & Salanti, 2021). This is particularly the case considering studies and surveys that suggest that LCAs are primarily popular and preferred based on their price

proposition, which is lower than FSAs (Siahaan & Masdupi, 2019; Berry, Danaher, Aksoy & Keiningham, 2020). Similarly, passengers using FSAs report being concerned about prices for air tickets but are prepared to pay more in exchange for added services that come with the FSA model (Mason, 2001). Further, passengers report being interested in the two models growing closer as they are both useful in their unique ways (Koklic, Kukar-Kinney & Vegelj, 2017). Continued competition between these two models in an environment that is not well-understood results in a poor appreciation of the various factors that affect passenger choices (Bae & Chi, 2021). There is thus the need to develop an informed approach to these issues and themes.

1.2. Study Purpose

The objective or purpose of this study is to determine, through empirical research, the factors that are most influential or significant in Hong Kong passengers' choice of LCA and FSA for their air transportation needs. This is particularly useful for the industry as it grapples with the challenges of revenue generation and the satisfaction of changing consumer needs regarding air travel and transportation (Merkert & Assaf, 2015; Hung Lin, Cheng, Chan & Graham, 2014; Ahmed, 2017). This situation, coupled with shrinking revenues for the airline sector and the emergence of new business models post-COVID-19, mean that there is a need for understanding the factors that influence passengers' choices concerning LSA as well as FSA and how these can inform policy and practice for the airline industry (Merkert & Alexander, 2016; Tseng, 2020; Kiliç & Çadirci, 2022; Serrano & Kazda, 2020).

1.3. Research Questions

This study is guided by the following research questions:

- What are some of the factors that contributed to the continued popularity of LCA in an era once dominated by FSA?
- What are the consumer profiles of passengers who prefer FSA to LCA and vice versa?
- What is the role played by the customer service intentions of FSAs and LCAs in promoting passenger preference for either mode of travel?

1.4. Scope

This study investigates the factors influencing passengers considering full-service or low-cost airlines in Hong Kong from the perspective of the research questions. Thus, the introduction introduces the topic and presents the prevailing situation while the literature review examines the extant literature to identify research gaps that this proposed study intends to fill. At the same time, through the methodology, this study conducts an empirical investigation into the perceptions of passengers in Hong Kong on the reasons behind their choice of low-cost or full-service airlines in air transport (Nuraida & Danil, 2019). This study is limited to the Hong Kong territory.

1.5. Summary

This proposal seeks to unravel the factors that influence passenger choices about LCAs and FCAs. To this end, it adopts a specific methodology and theoretical framework with which to explore these factors, while focusing on the Hong Kong airline market. The first segment introduces the topic, followed by a literature review of the same and a description of the methodology that will be used in the actual research project.

2. Literature Review

2.1. Review of Research and Scholarship

2.1.1. Independent and Dependent Variables

Understanding the role of dependent and independent variables is instructive in formulating an approach towards the factors influencing passengers to consider FSAs or LCAs. In this regard, the independent variables are price, promotion, service quality, frequent flyer programs and safety, while the first dependent variable is word-of-mouth publicity. Another dependent variable is customer satisfaction. Thirdly, customer loyalty is also a dependent variable worth investigating in this study. Behavioural intention is the fourth dependent variable that will be studied in this research. Finally, the intention to recommend is also studied about the independent variables.

2.1.2. Price and Word-of-Mouth Publicity

Pricing is critical in airline business models because it allows for price discrimination and flexibility (Boey, Ekiz & Kamarulzaman, 2012). When flexible, passengers can easily change their routes or departure or arrival dates with ease (Han, Lee, Chua, Lee & Kim, 2019). In this regard, this study hypothesizes that price has a considerable impact or influence on the choice of flying, whether by LCA or FSA. About the first dependent variable of word-of-mouth publicity and customer perceptions relating to value for money, it emerges from research that the notions formed by the customer regarding whether his or her money has been put to good use influence the likelihood of the customer spreading the brand of the airline (especially in low-cost settings) through recommendations and reviews to other consumers (Alegre & Cladera, 2006). Achieving this requires the service provider to meet the needs of the consumer while respecting the fact that the customer seeks to strike a bargain with his resources (Alegre & Cladera, 2006). Value for money is a particularly influential consideration in low-cost travel as the business model is pegged on creating a structure that customers can associate with utility

and benefits in terms of cost savings. Value for money, and therefore price, is influential in encouraging clients to recommend the airline to potential FSA or LCA clients.

2.1.3. Safety and Behavioural Intention

Customer satisfaction is inextricably linked to feelings of safety among customers of airline services. Maintaining high standards of service quality during the different stages of the journey (pre-flight, in-flight and post-flight) positively correlates with customer satisfaction. Compromises on safety result in reduced desirability for an airline. Safety should therefore never be meddled with (O’Connell & Williams, 2005; Hamdani, Permana, Nugraha & Mubarak, 2021). Airline products must therefore engender safety in their design (Chow et al., 2021). The hypothesis is that the safety record of a business in the airline industry has a critical influence on flying choice (See Table 1 below).

Independent Variable	Positively affects	Dependent Variable
Price		Word-of-mouth publicity
Promotion		Customer loyalty
Service quality		Customer satisfaction
Safety		Behavioural intention
Frequent flyer programmes		Intention to recommend

Table 1: Model for the interaction of independent and dependent variables.

2.1.4. Service Quality and Customer Satisfaction

A study on customer satisfaction with airlines found that customers using LCA tended to identify price, location and purchasing channels as the most important considerations in their choice of LCAs (Lee & Sriworrarat, 2019; Yau & Tang, 2018). Conversely, passengers who preferred using FSAs rated promotion, in-flight service and brand as the main factors attracting them to FSAs (Lu, 2017). Service quality is integral to shaping the customer's behavioural intentions such as the intention to repurchase. This shaping of future purchasing behaviour is critical to meeting the diverse tastes and expectations of customers. Another study by Chiou and Chen (2010) on the attitudes demonstrated by consumers of LCAs revealed that the 7Ps of the service marketing mix were influential in the decisions of passengers to choose LCA (Lin & Huang, 2015; Sezgen, Mason & Mayer, 2019). These 7Ps are delineated as including people, process, promotion, price, place, physical evidence and product (Rajaguru, 2016).

Further, an examination of the service quality dimensions is useful in constructing an understanding of the preferences of passengers for LCAs or FSAs (Thanasupsin, Chaichana & Pliankarom, 2010). These dimensions are reliability, responsiveness, visual attractiveness, affordability and caring and tangible. In this respect, caring and tangible is the only significant consideration for LCA passengers in their pursuit of service quality (Lim & Lee, 2020). Thus, it is hypothesized that the ability of airline employees to possess the knowledge with which to respond to the needs of customers, the comfort of seats, communication about unusual circumstances as well as employee kindness and ticketing flexibility are all important considerations in the choices that passengers make when choosing FSA or LCA (Cho, Ali & Manhas, 2018; Xu, Liu & Gursoy, 2019).

2.1.5. Promotion and Customer Loyalty

Promotional activities are diverse and are designed to quicken the uptake of goods or services (Moslehpour, Wong, Lin & Le Huyen Nguyen, 2018). It is hypothesized in this proposal that airlines' use of promotional activities significantly influences the choice of flying on LCA or FSA. Indeed, all these dynamics tend to affect the satisfaction of customers with services offered by LCAs (Samy, 2016). The customer's loyalty can be influenced by promotional activities, which prod the customer into being willing to recommend an airline (whether FSA or LCA). At the same time, this study found that demographic dimensions such as gender, age occupation, monthly income and education levels did not have a significant impact on decisions favouring the selection of LCA (Han, Yu, Chua, Lee & Kim, 2019).

The degree of professionalism displayed by the airline is also a critical consideration (Dambagolla & Sumanasiri, 2020). The underlying findings in the study indicate that perceptions regarding service quality constitute a latent variable (Lerrthaitrakul & Panjakajornsak, 2014). Thus, it is associated with the perceptions of passengers considering using FSA as opposed to passengers who use LCA.

2.1.6. Frequent Flyer Programmes and the Intention to Recommend

Studies by Shen and Yahya (2021) on the differences in perceptions regarding FSAs and LCAs indicate that passengers using the low-cost alternative were mostly influenced by the price as well as the timely performance of the airline in respecting service delivery (departures and arrivals, processing of passengers, etc.). Indeed, Lee et al. (2018) observe that this applied to both business and leisure travellers. This is an important observation since most researchers tend to focus on pricing strategies as the only factor influencing the choice of low-cost or full-service carriers (Boey, Ekiz & Kamarulzaman, 2012). Similarly, the factors that most influence FSA preferability to passengers include the quality of service, reliability, schedule, connections as well as programs such as frequent flyers (Bae & Chi, 2021). Frequent flyer programmes

provide points to passengers, which are then redeemed for services. They are designed to inculcate brand loyalty, although they may be costly and expensive for the organization (Chang & Hung, 2013). The hypothesis is that the institutionalizing of frequent flyer programmes have a significant effect on the customer's choice of flight.

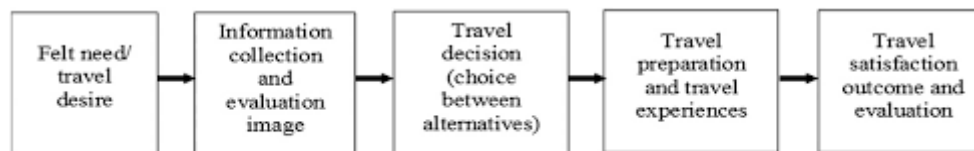
2.2. Connection of Study in the Context of the Body of Knowledge

In understanding the factors that influence passengers to consider FSA or LCA in Hong Kong, it becomes imperative that this study explores the emerging themes from the context of the Hong Kong market. This is particularly so owing to the uniqueness of the Hong Kong market in international trade, finance and tourism. As well, the entry into the Hong Kong market of various LCAs such as JetStar, Air Asia, and Hong Kong Airlines as well as Hong Kong Express calls for an understanding of the various strategies that are being used by these LCAs to compete with the traditionally dominant market of FSAs that was characteristic of Hong Kong before LCAs entered the market. This study, therefore, connects the issues identified in the extant literature review to develop a unique comprehension of the Hong Kong airline market from the perspectives of Hong Kong residents as well as travellers using FSAs and LCAs while in Hong Kong.

2.3. Theoretical Framework

This study is situated within the theoretical framework of behaviourist and cognitive theories. According to the behaviourist theory, people are capable of being programmed through the process of conditioning to purchase certain goods and services (including brands) (Beauchamp, Crawford & Jackson, 2019). Thus, companies will advertise their airline services with a focus on communicating subtle messages that eventually convince passengers to either buy into LCA or FSA. This is achieved through classical and operant conditioning. In classical conditioning, learning processes are imbued with repeated stimulus over a specified time with

the outcome that a permanent association is made between the type of stimulus and the expected response (Pan & Truong, 2018; Wattanacharoensil & Schuckert, 2015). About airlines, these strategies may include the use of low fares and timely departures or arrivals. Operant conditioning is evidenced using strategies such as frequent flyer programmes as well as loyalty cards (Wattanacharoensil, Schuckert & Graham, 2016; Prentice & Kadan, 2019). On the other hand, cognitive theories are observable in how consumers look for getting environmental or social stimuli that aid in their decision-making regarding the type of airline to use (Sahu, Padhy & Dhir, 2020). Thus, human actions are influenced by considerations of moods as well as emotions.



Source: Mathieson and Wall (1982)
Figure 2: Factors affecting travel for customers

2.4. Summary

From the literature review, one can examine the various independent variables and how they affect the dependent variable of choice of flight for the Hong Kong airlines market and the way aspects of service quality, as well as convenience, affect decisions by passengers to use either FSA or LCA. Thus, this study aims to explore further the relationship of these variables using research methods.

3. Research Methodology

3.1. Epistemological and Ontological Assumptions

The ontological assumption used in this study adopts the view that the study is situated in a social world shaped by its antecedents and meanings. Thus, the researcher assumes that he is conducting research in a social world filled with people who bear their respective thoughts, meanings and interpretations. At the same time, there is also the use of constructivist epistemological assumptions that consider all existing knowledge and perceptions as being the product of human practices that are constructed through interactions between people as well as their world and that this is developed as well as transmitted in a social context. In this manner, meaning is therefore constructed as opposed to being discovered. About the research topic, this perspective will seek to underscore how the social conditions of Hong Kong affect the choice of flight intentions about LCAs and FSAs. Similarly, this constructivist approach will assist in the discovery of the motivations and intentions of passengers as opposed to reinforcing certain apriorism positions.

3.2. Research Design

This research adopts a qualitative approach. The study will therefore make use of interviews and focus groups. Structured questionnaires will also be used to gather the perceptions of the respondents of at least 300 carefully selected respondents. To this end, convenience sampling will be employed as it is easy and cheaper to use. In this regard, online interviews and questionnaires alongside physical in-person encounters will be used as it will not be possible to conduct all the questionnaires via in-person interviews owing to logistical challenges and inadequate resources.

3.3. Participants

In terms of participants, the study will use 300 participants drawn from a randomized sample to take into consideration the need for representation in terms of age, gender, income, occupation, and type or reason for travel. The questionnaires will be distributed at the Hong Kong International Airport (HKIA), with participants also being encouraged to respond to the questionnaires using online platforms. HKIA was selected for this exercise as it is where LCAs and FSAs, and their respective customers interact. 50% of the questionnaires will be distributed at the airport as it is representative of the precise population being studied and possess other cross-cultural attributes as well such as gender, age, income, and educational attainment.

3.4. Data Collection and Management

Data will be collected using various tools such as recording interviews and respondents' views in the questionnaires. The data from the focus groups will also be collected using audiovisual technology. Computers, tape recorders, and MS Word tools will be used to collect the data from the respondents. Data will be managed using tools such as MS Word, transcription, the use of Google spreadsheets. Data were thus entered into a computer as well as checking for the accuracy of such data and presenting it in a structure that prepares it for analysis.

3.5. Data Analysis

Data analysis will be conducted using the SPSS tool which is mainly used in marketing surveys and research to analyze time-consuming data as it readily transforms this data into tables and graphs for easier understanding. As well, this study uses descriptive statistics as well as factor analysis to analyze the data.

3.6. Assumptions

Some of the assumptions used in the study include the focus on Hong Kong as the research's social setting as the topic's focus relates to Hong Kong airline carriers and passengers operating from the HKIA. It is the most suitable local setting in terms of accessibility to the researcher. This study also assumes that charter airlines are not part of the choices for passengers seeking air travel in Hong Kong. Further, it is assumed that the effects of COVID-19 are still impacting the airline industry and therefore have an impact on consumer preferences.

3.7. Limitations

This study is limited by its design. In this sense, it is limited by the methods used to identify data such as the use of online interviews and surveys as well as focus groups. There is also the limitation that the respondent in the sample population may not be expansive enough for the generalization of the findings to other markets as the focus was mainly on Hong Kong travellers.

3.8. Summary

This methodology is intended to reveal passengers' textured and nuanced perceptions as they consider options for air travel by focusing on qualitative data analysis and evaluation methods.

4. Time Frame

Date	Things to Do
03 Oct 2022	Submission of Dissertation Supervisor Selection Form
15-22 Oct 2022	Contact Supervisor
30 Oct 2022	1 st Meeting with Supervisor
25 Nov 2022	2 nd Meeting with Supervisor Submission of 1 st Draft of Dissertation Proposal & Ethical Approval Form
27 Nov 2022	Submission of 2 nd Draft of Ethical Approval Form
5 Dec 2022	Submission of 2 nd Draft of Dissertation Proposal
12 Dec 2022	Submission of Dissertation Proposal & Ethical Approval Form Draft out Questions for Survey
End of Dec 2022	3 rd Meeting with Supervisor
Jan – Feb 2023	Completing Questionnaires & Interviews
Late Feb 2023	Integrate the Data
Mar – Apr 2023	Finishing the Dissertation
28 Apr 2023	Submission of Dissertation & Supervision Record Form

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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:	Ericson Hon Yin LAM			
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 Hong Kong			
4	Campus:				
5	E-mail address:	csqn.15044@gmail.com			
6	Contact Telephone Number:	93051765			
For students:					
7	Student Number:	211964			

8	Programme of Study:	Master of Business Administration
9	Director of Studies/Supervisor:	Dr. Leo HO

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 Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐
9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐

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

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

SECTION E: Details of Research Activity

1	Indicative title	An Explorative Study on Factors Influencing Passengers Considering Full Service and Low-Cost Carriers in Hong Kong		
2	Proposed start date:	7 November 2022	Proposed end date:	29 April 2023
	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 purpose of this study is to determine, through empirical research, the factors that are most influential or significant in Hong Kong passengers' choice of low-cost carriers and full-service carriers for their air transportation needs. This is particularly useful for the industry as it grapples with the challenges of revenue generation and the satisfaction of changing consumer needs in relation to air travel and transportation. This situation, coupled with shrinking revenues for the airline sector and the emergence of new business models post-COVID-19, mean that there is a need for understanding the factors that influence passengers' choices regarding low-cost carriers as well as full-cost carriers and how these can inform policy and practice for the airline industry. (this box should expand as you type)			
4	Research Question (this box should expand as you type)			
5	Aims of Research Activity The aim of this study is to investigate the factors affecting the intention to use airline services in Hong Kong by the public. (this box should expand as you type)			
6	Objectives of Research Activity Both qualitative and quantitative analysis will be carried out through this research. Literature reviews on similar studies and research methodology will be referenced and identify the most appropriate methodology to apply. The study will therefore make use of interviews and focus groups. Questionnaires will also be used to gather the perceptions of the respondents. In this regard, online interviews and questionnaires will be used as it will not be possible to conduct in-person interviews owing to logistical challenges and inadequate resources. (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	Both qualitative and quantitative analysis will be carried out through this research to study the relationship between the independent and dependent variables. The study will therefore make use of interviews and focus groups. Questionnaires will also be used to gather the perceptions of the respondents. In this regard, online interviews and questionnaires will be used as it will not be possible to conduct in-person interviews owing to logistical challenges and inadequate resources. Data will be collected using various tools such as recording interviews and respondents' views in the questionnaires. The data from the focus groups will also be collected using audiovisual technology. Data will be managed using tools such as MS Word, transcription, the use of Google spreadsheets. Data were thus entered into a computer as well as checking for the accuracy of such data and presenting it in a structure that prepares it for analysis. Data analysis will be conducted using the SPSS tool which is mainly used in marketing surveys and research to analyse time-consuming data as it readily transforms this data into tables and graphs for easier understanding. As well, this study uses descriptive statistics as well as factor analysis to analyse the data. (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	(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?	300-400 (this box should expand as you type)
11	Who will the participants be?	Population in Hong Kong who can independently seek airline services when needed. (this box should expand as you type)
12	How will you identify the participants?	Participants who have needs in seeking airline services will be selected. (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
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24	Will participants be paid?	☐	☒	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
28	If YES to any question, please provide full details			
(this box should expand as you type)				

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.			
1	Full risk assessment completed and appended?	Yes	☐
		No	☒
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information		
	Risk to participants: No major risk for anonymous survey <i>(this box should expand as you type)</i>	How you will mitigate the risk to participants: <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		
	<i>(this box should expand as you type)</i>		
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest		
	Risk to the investigator: <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.	
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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? N/A <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. Description of the study will be provided at the beginning of the survey. Respondents will also be briefed on their rights to discontinue or opt out from the middle and information on confidentiality and data privacy will also be described. <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 information will be asked in the survey and the participants will not be required to provide any names or identifier for anonymity. All data will be kept in the private computer with password protected and will not be shared with third parties. The data will be destroyed upon passing the examination board. <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	<i>(this box should expand as you type)</i>
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	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:		
	Personal computer is password protected. All stored data are kept only in personal computer/laptop which is password protected. All data and files will be destroyed once the dissertation has passed the examination board by the end of Aug 2023. <i>(this box should expand as you type)</i>		

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

	Data will be sent through google form and upon closing the response date, the data will be extracted and stored at the researcher's computer for 6 months. Once the research has passed the examination board, data will be destroyed. <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>		
	<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: 28 November 2022

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr. Leo HO	Date: Nov 28, 2022
3	Signature:		

For STAFF Submissions:

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

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

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

RESEARCH STUDENTS ONLY

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

RESEARCH STAFF ONLY

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