

Module: Identity and Approaches to Applied Business Research

Module Code: BMDM7001

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Assignment 1: Research Proposal

Title of Research: Online Food Delivery Technology influences customers' behaviour towards ordering traditional Chinese takeaway in the UK

Assignment 1

Construct three critical reports mirroring the process of generating a research proposal.

The reports will link together:

1. Investigate ideas for a viable research proposal.

In the past several decades, I had been in the position of top management in a broad range of industries in Hong Kong namely IT and software developer, international trade, toys manufacturing, forex trade and life insurance consultant. One of my most notable achievements was leading the IT firm, Cybertech Consultant Limited, the development of an Enterprises Resource Planning II (ERP II) system and achieving Microsoft Solution Provider status.

With rich experience in the industry, as the founder of GD Group Inc. Ltd t/a Golden Dragon with co-brands GD Vegan, GD Box, Fast Meal, currently, in the role of director at the company, I organised a project of corporate restructured last year and I am leading the company expanding as a food chain with three outlets located in Swansea, Cardiff and London.

It has been twenty years when I completed my Master of Business Administration in 2001. Although I had been committed to lifelong Continuing Professional Development and being a Chartered Manager and a Fellowship of Institute of Director, I still think that I lack research skills and appropriated research method to find the truth of my interesting topic "The impact of

technology influencing Chinese takeaway in the UK” since my ambition is to become the largest Chinese takeaway in the UK and take the share of my business to float on London Stock Exchange. For these reasons, a complete methodology of data modelling for my study is necessary to be learnt from formal academic research.

The title of my research is “Technology of Online Food Delivery influences customers’ behaviour towards ordering traditional Chinese takeaway in the UK”. My research will start from the background of the origin of a traditional Chinese takeaway in the UK, and the changing of technology and foodservice delivery market influencing the traditional Chinese takeaway since the British takeaway market is changing and ongoing booming in the UK Robert, J. (2020). It is widely believed that technology brings more convenience for customer placing order and quickly receiving meals.

My research is to find the correlation or dependence between “Technology and Customer Behaviour” that are affecting the traditional Chinese takeaway industry and to provide forward-looking enlightenment to the future for the Traditional Chinese takeaway.

My research will focus on the areas as follows: -

- 1) What will affect the industry of traditional Chinese takeaway in the next ten years?
- 2) What does the technology change the catering industry of Chinese takeaway in their operating and customer service?
- 3) What does the technology change customers behaviour for ordering takeaway instead of traditional ordering method by telephone?
- 4) What will be the new aspects of combining technology and delivery service to the industry of UK’s Chinese takeaway, Just Eat, Deliveroo and Uber Eats?
- 5) Will technology help the Chinese takeaway for the long-term economic impact of Brexit?
- 6) Will technology help the Chinese takeaway for the short-term impact of pandemic?

- 7) Will technology affect the traditional older generation Chinese operators in Food safety and environmental regulations?
- 8) Will the next generation of Chinese inherit their family takeaway business by using technology?
- 9) Does technology help Chinese takeaway in the concern of the relevant of society code of ethics and standards?

This research will completely depend on a cardinal requisite of research which will be lied in the proper research methodology to identify the best-suited methods to address the research question including interviews, questionnaires, and case studies.

How the UK's Chinese takeaway is able to survive while facing the impacts of new technology from online ordering provided by third-party Just Eat since new technology for ordering online gradually has changed customers' behaviour from the traditional takeaway, and how the UK's Chinese takeaway by enhancing their competence in technology against the impacts of COVID-19 pandemic and the weakness of British pounds for importing Chinese food after Brexit.

The aim of the research is to find the truth of "Online Food Delivery Technology influencing customer behaviour ordering traditional Chinese takeaway in the UK". In order to establish the evaluation, the quality of the research, the concept of "Reliability and Validity" will be taken into account by the research method.

The research resource will contain primary sources which are including scholarly research articles, dissertations, interviews, case studies and secondary sources will include, book reviews, commentaries, literature reviews, and magazine articles such as The Sauce, Just Eat News, Oriental Food Life, Springboard News.

The research will be conducted under the Positivist paradigm for the methodologies, including survey research methodology, correlational methodology, causal comparative methodology and quasi-experimental methodology.

In term of reliability, replicating research procedures to obtain the yield consistent in the measurements for the generalizability of the research, assessing test-retest reliability and a high test-retest correlation will be used in the measure on a certain number of research groups. The research will highly cover the attributes of reliability to the consistency of measurement with the same responses on each test-retest. To apply the findings in the research of “Technology of Online Food Delivery” and “Customer behaviour ordering traditional Chinese takeaway”, the research will address the relevant influencing factors between technology and customers’ behaviour, that rigour of methodology with stringent criteria in the qualitative research with attributes of reliability applied in the test-retest reliability.

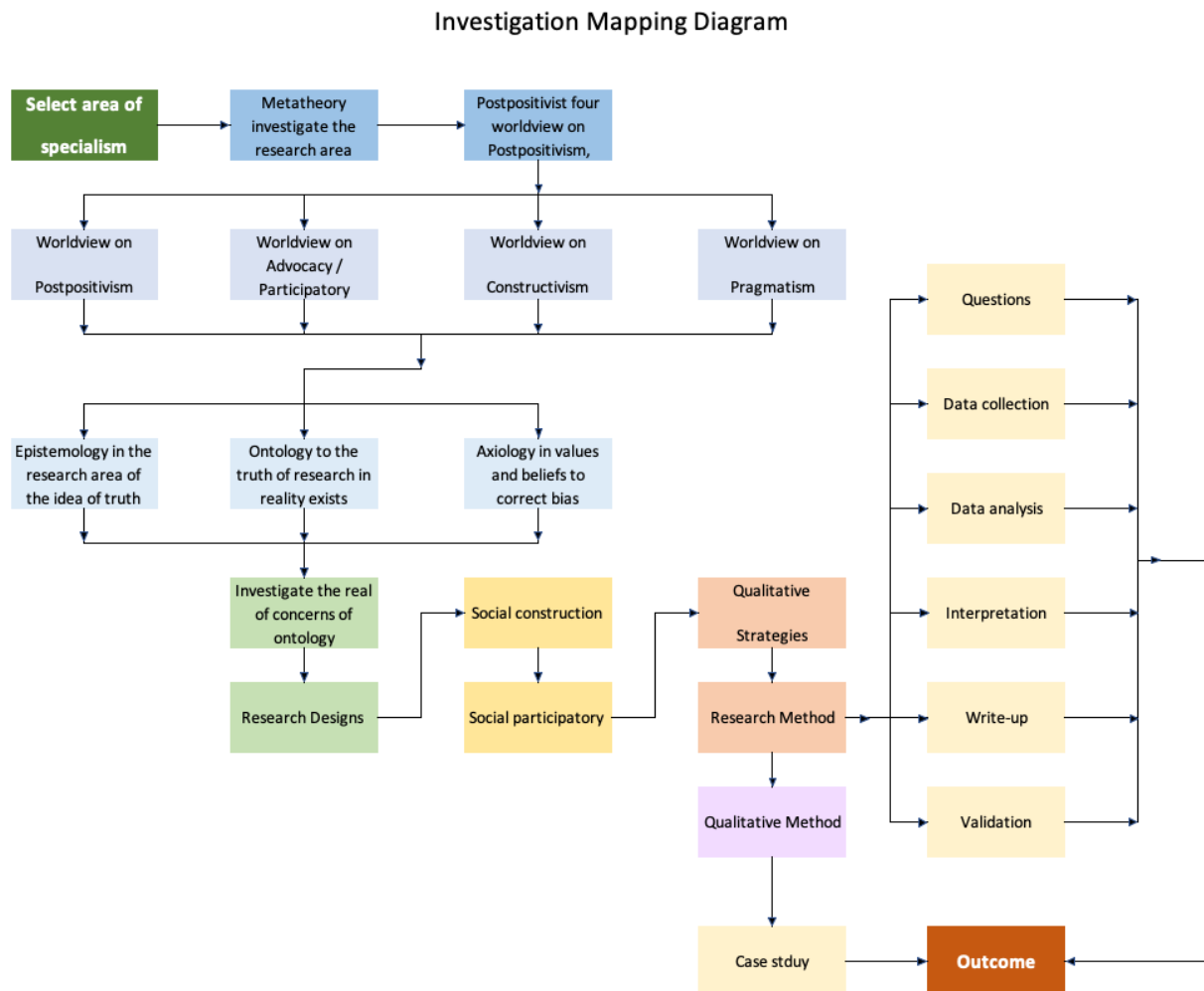
In term of validity, a measure is extremely reliable but have no validity whatsoever, the research is concerned about the validity referring to the degree to which reflecting the accuracy of the study with external validity and internal validity. The concept of generalizable and transferable will be the extent to which the results of research transfer to situations with similar populations, characteristics and parameters.

A further investigation may focus on “Future technology for the Chinese takeaway” since the initial search could be wide ranging indeed, but it depends on the identify areas of particular interest to the findings and the analysis.

2. Evaluate a core theory and its application to several possible lines of investigation.

As the aim of the research is to explore the influence of technology on the customer's behaviour to order a Chinese takeaway, the several possible lines of investigation that would be identified the concepts and components of technology and customers’ behaviour, the

relationship between technology and customers. A mixed-method study is being chosen combining qualitative and quantitative data collection with more in-depth the findings.



The method of qualitative and descriptive will be conducted for the research structuring with a theoretical framework in explanation, prediction and understand phenomena. A method of qualitatively collecting and analysing the data is to understand underlying causes, options and motivations (Bryman, 2006), which is the primary qualitative research, and a deeper understanding of individual participants will be involved with a holistic view to the inductive exploration of the data.

With my enhanced experience in the catering industry over the past two decades, one of my strengths in this research is obtaining data from this industry. One of my weaknesses is that I have not studied for many years as I completed my MBA degree in 2001, so I need to ensure I plan more time for self-studying beyond the lectures and assignments.

Applying the approach with the qualitative research method, I might encounter the challenges of engaging in self-reflexive practices and qualify self-knowledge and research process as limited (Pillow, 2003), since the main cities and the area of suburban will be in coverage of the investigation by geographic areas, and the Chinese interviewees came from a different Chinese cultures of different part of China, Hong Kong, Malaysia, Singapore and Vietnam.

Due to the conservative culture of Chinese, the feedback of obtaining the true data from the Chinese interviewees might be at a lower rate which would be a research risk in the study. In term of personal capacity to deliver, the resource of my research is supported by myself funding only which would limit the coverage in the research.

In the research panning, to identify the sources of support that the material and data of analysis collected by the industry research analysis from Just Eat, Deliveroo, Uber Eats, Takeaway Food Business Gateway, The Chinese Takeaway Association, Chinese Catering Association of UK, and UK non-ministerial government department from UK Statistics Authority and Office for National Statistics, and UK professional institutions from Institute of Science and Technology, Chartered Management Institute, Institute of Directors, and British Chambers of Commerce.

Procedures of evaluation in integration to reducing the possible bias and access the problems would be followed that using a different group of people to code the data, keep monitoring by participants to review the research, being aware of what it is, truly inquiry myself and others, verifying data sources from different research areas, set up a call with meeting in

practices and supportive dialogue, keep checking effective and corrective explanations alternatively, keep reviewing the findings with the research that I will try to overcome the possibility of biases in the research.

3. Identify one possible research theme and a discussion of research methods to achieve stated objectives.

Online food delivery technology and customers behaviour ordering Chinese will be the area of specialism of the possible research as online food ordering and delivery is a new technology of this industry in this era. In my research, an investigation to find the relationship between customers behaviour ordering Chinese and technology since technology has enabled customers to easily place orders.

An analysis of the advantage and disadvantage to the research of mixed research with the chosen theme, the mixed method will help my research to interpret and understand the relationship of technology and customers behaviour in the complex reality.

Since the research is focused on the customers' behaviour obtaining the relevant values, opinions, behaviours and social contexts of the interviewees, the qualitative study method will suit the research. Whereas the research is to focus on the technology "Online Food Delivery Technology" with which the research will be adopted by the quantitative research method to find the influencing relationship development of technology and Chinese takeaway in the past decade. Adopting a quantitative study method by which a systematic empirical study of the quantitative properties and the relationships will provide empirical observation and mathematical expression in the relationship by mathematical models.

The advantage of adopting a mixed-method, in term of qualitative research method, the research will focus on the participants' groups, the Chinese takeaways and customers' ordering Chinese, in data collecting and explaining or expounding, and it will the best methodology in describing the complex context of online food ordering technology and customers' behaviour, cross-case assessment between takeaways and customers, especially situated within the local

contexts, sequential patterns and change in the documentation. In term of the quantitative research method, it allows my research more precise, concise, validatable, test-retest reliable and quantitative in the data collection to construct the hypotheses eliminate the bewildering sway of many variables and recognised cause-and-effect relationship of technology and customers' behaviour.

The disadvantage of adopting a mixed-method might be with a large pool of interviewees of takeaway business operators and customers in the qualitative research and might be very difficult to test and generate in the hypothesis and make predictions. It would be spending more time in research compared with the quantitative research method. Due to plenty of focus required, there may have some things miss out on the particular occurrences in the research.

The challenges to reliability and validity of different data collection approaches which linked to my research. High reliability refers to a high degree of stability is to result repeatable.

Assessing test-retest method is one of the types of reliability to detect the instrument unreliable over the time in the same test and may sensitize the respondent to the subject matter Joppe, (2000). Extraneous influences may cause a difference in the responses provided because of the attitude change, when the respondent answer the test items, the score will be obtained limit samples of behaviour only Crocker and Algina (1986). A test of interrater reliability to measure the consistency is conducted by different people, takeaway operators and customers, in the same test. With parallel forms, investigation for technology influencing Chinese takeaway and investigation for technology influencing customers' behaviour, in the reliability, it is a method to measure the consistence by test in different versions. A test of internal consistency is to measure the consistency that focuses on each individual item.

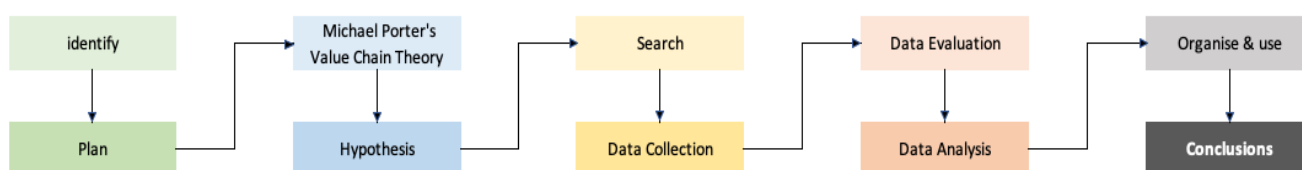
Considering the accuracy in the research, validity is a method to measure what it claims to measure. The result will be considered the validity in the study, which is classified as internal validity and external validity when the result closely corresponds to the real-world values.

In term of reliability, replicating research procedures to obtain the yield consistent in the measurements for the generalizability of the research, assessing test-retest reliability and a high test-retest correlation will be used in the measure on a certain number of research groups. The research will highly cover the attributes of reliability to the consistency of measurement with the same responses on each test-retest. To apply the findings in the research of “Technology of Online Food Delivery” and “Customer behaviour ordering traditional Chinese takeaway”, the research will address the relevant influencing factors between technology and customers’ behaviour, that rigour of methodology with stringent criteria in the qualitative research with attributes of reliability applied in the test-retest reliability.

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Chosen a method, Michael Porter’s Value Chain Analysis, in the spectrum of possible methodologies, this exploration will define the research proposal with a valid methodology to achieve stated objectives, which identifying the recurring themes, patterns, or concepts and then describing and interpreting those categories.

Michael Porter's Value Chain Theory in the Quantitative Reserach Mapping Diagram



Meanwhile, for further comparison and evaluation, I will firstly examine the qualitative data thoroughly as collect data directly is defined as a methodology in primary research, with which to find the relevant themes and ideas and then converts them into numerical data, rather than depending on data collected from previously done research by adopting qualitative research method for the data collected in the research, a qualitatively study can also be analysed quantitatively findings to the relationship of technology influencing Chinese takeaway and customers' behaviour. Collecting the data from the various sources, more holistic and often in the method of qualitative research. Technically, primary research is solely carried out to address a certain problem, which requires in-depth analysis about the codependent relationship between technology influencing Chinese takeaways and customers' behaviour.

In my research, I will use the source from the industry that the source was collected and conducted by the individual third-party agency since they are regularly providing such investigation data to the industry, with which likely the sources that will be used in my research, including the use of non-refereed sources.

Identify risk factors and research ethics risks, due to huge data collected from the different parts of regions in the UK, it will be a risk to me when it will be hard to manage the enormous data. Furthermore, the conservative Chinese culture is an intrinsic culture to the Chinese operator who properly would not like to be interviewed and provide true data in pursuing my research and the chosen methodology planned.

Finally, a brief about the topic "Online Food Delivery Technology influencing customer behaviour ordering traditional Chinese takeaway in the UK" in my research, I will choose case study methodology with mixed research method and Michael Porter's Value Chain Theory to analyse the data.

My research is defined to study the codependent of takeaway and customers' behaviour with multisite study and multiple cases. Case study, therefore, is suitable to be adopted and

underpinned the investigation in my research study. It is able to develop an in-depth description and analysis of multiple cases relevant to the influences of technology between Chinese takeaways and customers' behaviour.

Mixed research method with qualitative and quantitative methods will help me to collect the research data. To avoid bias and variance, reliability and validity methods will be focused on the holistic research analysis.

Michael Porter's Value Chain Theory will be employed in the business research to analyse the competitive advantage comparing with the Chinese takeaway using technology in the operation and or they keep using the traditional operating method. I will design a set of hypotheses to test the cutting edge for the business of Chinese takeaway, but actually, I don't have any ideas to set it up at the moment.

It is a challenging and uncertain way to me to go with my research as it will be a quite large number of data collected from interviewees of Chinese takeaway operators and customers. To process a large amount of raw data, I really have ever done and experienced.

This research will help me to develop my business Chinese takeaway in the UK. It is really a challenging study for me.

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