

Master of Business Administration

**Acceptance of Omnichannel Retailing for Optical
Products in Hong Kong: Application of UTAUT2 and
Channel Integration Quality on Purchase Intention
Research Proposal**

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1. Introduction

In this chapter, the research background, questions, aims, objectives and gap will be discussed, including the definition of omnichannel retailing. In this study, optical products include eyeglasses, contact lenses and sunglasses.

1.1 Research Background

Omnichannel retailing has become a neutral business model for retailers in different industries, especially during COVID-19 affecting the retail business environment in the past few years.

People usually get confused between omnichannel and multichannel retailing system. Mainly because both of them allow retailers to provide services to customers through different channels, including offline stores and online platform.

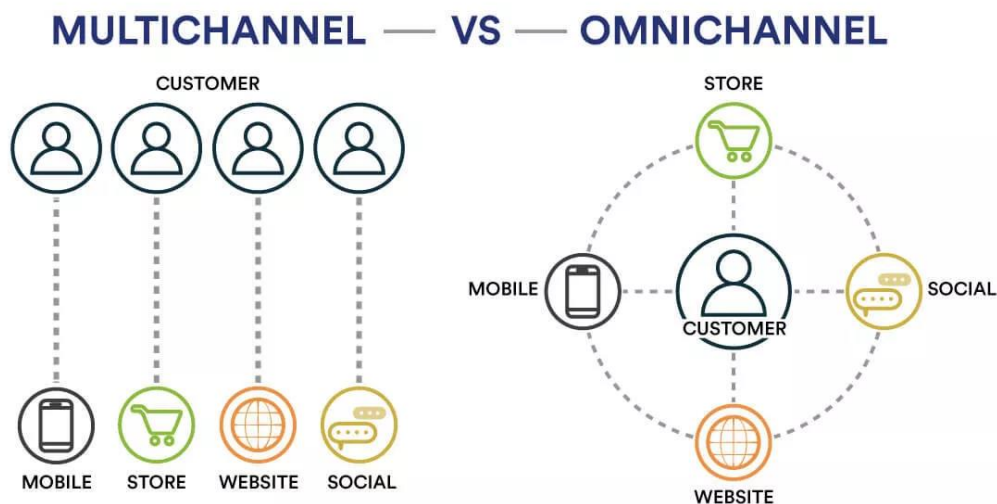


Figure 1.1: Multichannel vs Omnichannel

Source: Moengage, 2022

For omnichannel system, the strategy would be to enhance the satisfaction of customers by allowing customers to have conversations under one platform across all channels. Also, retailers could have a better understanding of their target customers' behavior, to deliver a consistent and suitable service to them (Patel, 2022).

In the past few years, people often buy different products, such as groceries, clothes, books etc, through online to avoid physical contact. People feels further natural to get services from out of the traditional channels and moved to online platform. However, some customers would like to try on the products as well, therefore the brick-and-mortar stores are still needed for retailing system (SCMP, 2019). Omnichannel is a great solution for retailers to fulfil customers' demands.

Omnichannel retailing is not new to Hong Kong market. Pricerite is the first local home furnishing retailer to deliver omnichannel retailing services to customers since 2015 (Ng, 2015). During pandemic, Hong Kong online grocery sales, through smartphone apps and websites to direct purchase from supermarkets, has been increased 73% in Q1, 2020 by comparing the same period in 2019 (LINK, 2020).

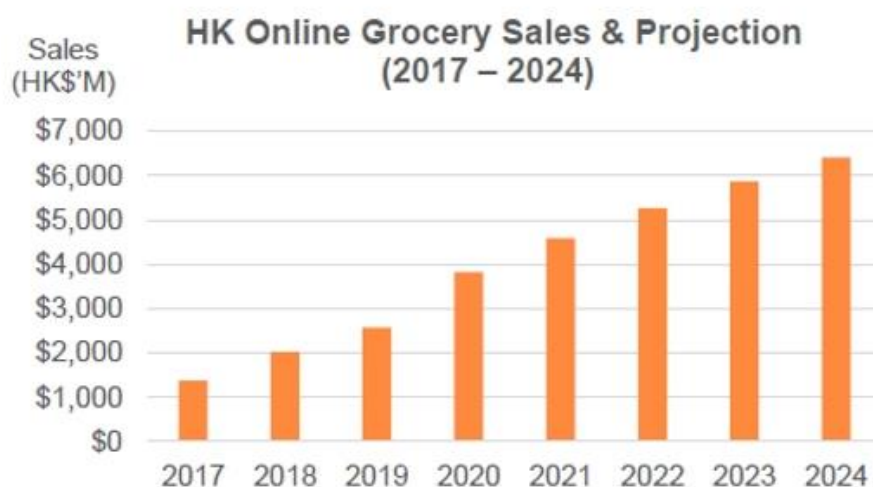


Figure 1.2: Hong Kong Online Grocery Sales & Projection (2017 – 2024)

Source: LINK, 2020

Therefore, shopping on the online platform is familiar to consumers in Hong Kong. With omnichannel retailing providing seamless shopping experience, consumers will get used to the new shopping model easily.

1.2 Research Questions

The research questions of this study are:

Q1. Which variables would affect consumers to adopt omnichannel retailing to purchase optical products?

Q2. Which variables have significant relationship with purchase intention of purchase optical products through omnichannel retailing?

Q3. How should local optical retailers to provide better services with omnichannel retailing?

1.3 Research Aims and Objectives

The research aims of this study are to find out the variables that would affect consumers to adopt and significant relationship with purchase intention on omnichannel retailing to purchase optical products.

The research objectives would be:

1. Find out the variables would affect consumers to adopt to purchase optical products through omnichannel retailing in Hong Kong.
2. Find out the variables that have significant relationship with purchase intention of optical products through omnichannel retailing in Hong Kong.
3. Summarize recommendations to local optical retailers to provide better services with omnichannel retailing.

1.4 Research Gap

Although there are many studies have analyzed the acceptance of consumer purchasing different products, such as groceries, clothes, services, through omnichannel, there is lack of research on the impact of omnichannel retailing to consumers' purchase intention on optical products, especially in Hong Kong market.

1.5 Concluding Summary

Since omnichannel retailing has become natural and normal to consumers in Hong Kong, local retailers of optical industry could consider applying omnichannel for enhancing their services to customers. This study will find out the variables that would affect consumers to adopt and significant relationship with purchase intention on omnichannel retailing to purchase optical products.

2. Literature Review

In this chapter, the definitions and measurements of each variable of UTAUT2 and Channel Integration Quality would be explained. After that, the relationship in between variables also would be stated, to be combined as the theoretical basis of this study.

2.1 Performance Expectancy

Consumers would be willing to use the system if they have high performance expectancy on it. Usually, performance expectancy is the variable which would affect behavioral (Venkatesh et al.,2003) and purchase intention (Pascual-Migueletal.,2015) the most.

2.1.1 Definition of Performance Expectancy

Performance expectancy is the degree of the user believes that using the system could help him or her to get benefits (Venkatesh, Thong and Xu, 2012) and easier the process of purchase (Panatan and Di Pietro, 2012) when purchasing products.

2.1.2 Measurement of Performance Expectancy

The measurement of performance expectancy in this study would be how efficiency it would be if consumer purchase optical products through omnichannel retailing.

2.2 Effort Expectancy

If the system or program request less effort that consumer need to put in while using it, they would like to use it more often. This variable is also important to acceptance of consumers to adopt new technology and predicting purchase intention (Venkatesh, Thong and Xu, 2012).

2.2.1 Definition of Effort Expectancy

The definition of effort expectancy is the degree of easiness/ effortless with the use of the system or program (Venkatesh et al.,2003).

2.2.2 Measurement of Effort Expectancy

The measurement of effort expectancy in this study would be the level of difficult of learning how to purchase optical products through omnichannel retailing system.

2.3 Price Value

Price value is important to influence consumers' purchase intention, they are willing to purchase the products if they think the product value, including services, is higher than the cost that they spent.

2.3.1 Definition of Price Value

The definition of price value is describing consumers would feels gaining benefits or advantages while adopting the new technology system (Dodds, Monroe and Grewal, 1991). In retailing situation, price value may also include time cost that consumers have input while purchasing products (Boksberger and Melsen, 2011).

2.3.2 Measurement of Price Value

The measurement of price value in this study would be consumer thinks the price of purchasing optical products through omnichannel retailing system is reasonable and match with their values.

2.4 Habit

With success experiences, usually customers would be willing to purchase products on the system again. After repeated purchase few times with high satisfaction, it will become their habit.

2.4.1 Definition of Habit

Habit is defined as the extent of consumer would perform behaviors, such as search products or information online, automatically (Venkatesh, Thong and Xu, 2012). It likes a reflect action.

2.4.2 Measurement of Habit

The measurement of habit in this study would be the extent of consumer get used with purchasing optical products through omnichannel retailing.

2.5 Hedonic Motivation

Hedonic motivation would affect purchase influence because the consumers would have positive impression with happy shopping experience. It will also increase the satisfactions during the process.

2.5.1 Definition of Hedonic Motivation

The definition of hedonic motivation is consumer would feel pleasure from adopting new technology (Brown and Venkatesh, 2005), or it is the motivation user would enjoy with internal satisfaction by doing certain activity (Ryan and Deci, 2000).

2.5.2 Measurements of Hedonic Motivation

The measurement of hedonic motivation in this study would be the level of users' internal satisfaction while purchasing optical products through omnichannel retailing.

2.6 Facilitating Conditions

If using the systems require users to use those tools which are complicate or difficult to find, they may refuse to even try the system at all. Therefore, to attract users to adopt the new technology, simplifying the requirements would be the first factor to consider.

2.6.1 Definition of Facilitating Conditions

Facilitating conditions is defined as the level of users believe that current existing organizational and basic tools is enough to support using new technology system (Venkatesh et al.,2003).

2.6.2 Measurement of Facilitating Conditions

The measurement of facilitating conditions in this study is the extent of consumers think it's important to have enough resources to support the use of omnichannel retailing for purchasing optical products.

2.7 Social Influence

People usually would get influenced by the others' opinions and comments to decide whether adopt new technology system or purchase products.

2.7.1 Definition of Social Influence

The definition of social influence is the level of the influence to users from the others, who would connect with them, believe users should adopt new technology system (Venkatesh, Thong and Xu, 2012).

2.7.2 Measurement of Social Influence

The measurement of social influence in this study is the extent of consumers think it's important to have others comment if they should use omnichannel retailing for purchasing optical products.

2.8 Breadth of Channel service choice

As omnichannel retailing is allowing consumers to purchase products across all channels, more choices of channels for customers, allow them to have more flexibility to complete tasks through different or preferred channels (Sousa and Voss, 2006).

2.8.1 Definition of Breadth of Channel service choice

The definition of Breadth of Channel service choice is there are different channels that available for consumers to accomplish various tasks (Lee et al, 2019).

2.8.2 Measurement of Breadth of Channel service choice

The measurement of Breadth of Channel service choice is the extent of consumers think how important it is to have more alternative channels that available to choose for completing purchasing optical products through omnichannel retailing.

2.9 Transparency of Channel service

To make users feel secured to use the system, transparency of channel service is very important. On the other hand, transparency would allow consumers to understand each channel's functions and able to choose the suitable channel for themselves (Denis and Karsenty, 2004).

2.9.1 Definition of Transparency of Channel service

Transparency of Channel service is defined as awareness of consumer to available channels with understanding the service attributes of different channels (Wu and Chang, 2016).

2.9.2 Measurement of Transparency of Channel service

The measurement of Transparency of Channel service in this study is the extent of consumers think how important it is to have awareness all service channels and understand how to utilize different channels in omnichannel retailing system to meet their consumption needs.

2.10 Content Consistency

The consistency of providing information across all channels would increase users' confidence on using the system, and lower the risk of confusing them while purchasing items through omnichannel retailing system.

2.10.1 Definition of Content Consistency

Content consistency is defined as providing the same information across the available service channels, and consumer should receive the same response from different channel when they approach either one of them (Sousa and Voss, 2006).

2.10.2 Measurement of Content Consistency

The measurement of Content Consistency in this study is the extent of consumers think how important it is to receive same response and information from different channels while purchasing optical products through omnichannel retailing.

2.11 Process Consistency

Since the flexibility of choosing different channels to complete different tasks, and all channels should be effortless transiting to each other for providing seamless shopping experience to consumers, process consistency is an important variable to predict if consumers would adopt omnichannel retailing.

2.11.1 Definition of Process Consistency

The definition of process consistency is the attributes, such as images, feeling and performance, in different channels should be similar and consistent to consumer (Sun, Shen and Wang, 2016).

2.11.2 Measurement of Process Consistency

The measurement of Process Consistency in this study is the level of consumers think how important it is to have similar attributes in different channels while purchasing optical products through omnichannel retailing.

2.12 Purchase Intention

The dependent variable in this study is purchase intention, which is used to predict if consumer would adopt the new technology system and purchase products with it.

2.12.1 Definition of Purchase Intention

The definition of purchase intention could be the decision of consumers to take action to process buying items (Rezvani, S., et al., 2012).

On the other hand, online purchase intention is defined as the consumers are willing and intends to purchase items and services through online platforms (Meskaran, Ismail and Shanmugam, 2013).

2.12.2 Measurement of Purchase Intention

The measurement of Purchase Intention in this study is the extent of consumers would intent to purchase optical products through omnichannel retailing and continually this intention in the future.

2.13 Relationship between variables

The relationship between each independent variable with purchase intention will be stated in this section, for further analysis and set up hypotheses for this study.

2.13.1 Performance Expectancy - Purchase Intention

Once consumer understand the value and benefit that they would get from using omnichannel to purchase products, it will invrease their purchase intention through adopting the new system.

H1. Performance expectancy is positively related to purchase intention for optical products through omnichannel retailing.

2.13.2 Effort Expectancy - Purchase Intention

If the new system require less effort and easy for consumer to learn, they would be willing to try and adopt using omnichannel retailing.

H2. Effort expectancy is positively related to purchase intention for optical products through omnichannel retailing.

2.13.3 Price Value – Purchase Intention

Consumers would intent and feel confident to use omnichannel retailing if the price across the channels is reasonable to them.

H3. Price value is positively related to purchase intention for optical products through omnichannel retailing.

2.13.4 Habit – Purchase Intention

Once the consumers get used to the new system with success and satisfaction experiences, purchasing products through omnichannel will become as their habit.

H4. Habit is positively related to purchase intention for optical products through omnichannel retailing.

2.13.5 Hedonic Motivation – Purchase Intention

If consumers enjoy or feel fun with using omnichannel retailing, they would be willing to spend more time on it and purchase products with enjoyable shopping experience.

H5. Hedonic Motivation is positively related to purchase intention for optical products through omnichannel retailing.

2.13.6 Facilitating Conditions – Purchase Intention

Setting the minimum requirement to adopt omnichannel retailing as basic internet knowledge and essential daily objects (smartphones), consumers would like to try the new system since it is easy to achieve.

H6. Facilitating Conditions is positively related to purchase intention for optical products through omnichannel retailing.

2.13.7 Social Influence – Purchase Intention

The comments and suggestions from the social (close friend or society), would affect consumers' purchase intention.

H7. Social Influence is positively related to purchase intention for optical products through omnichannel retailing.

2.13.8 Breadth of Channel service choice – Purchase Intention

Consumers love to choose the channels to accomplish purchase freely. Therefore, broader range of channel choices available to consumers would enhance their purchase intention.

H8. Breadth of Channel service choice is positively related to purchase intention for optical products through omnichannel retailing.

2.13.9 Transparency of Channel service – Purchase Intention

Once consumers clearly understand the different service attributes of each channel, they could choose the suitable channel to complete tasks easier, which would positively affect on their purchase intention.

H9. Transparency of Channel service is positively related to purchase intention for optical products through omnichannel retailing.

2.13.10 Content consistency – Purchase Intention

Content consistency would able to reduce the confusions to the consumer by providing same response through all channels, it would affect consumers' purchase intention.

H10. Content consistency is positively related to purchase intention for optical products through omnichannel retailing.

2.13.11 Process consistency – Purchase Intention

Consumers would enjoy buying products through omnichannel if the service images, feeling and performance are consistent to them across all channels. Therefore, it would affect purchase intention as well.

H11. Process consistency is positively related to purchase intention for optical products through omnichannel retailing.

2.14 Concluding Summary

From above definitions, measurements and relationship of each variable, these will be the theoretical basis for further research to collect data for analyze.

3 Research Methodology

In this chapter, the research framework and hypotheses will be generated base on research aims and objectives and theoretical basis in previous chapters. Then questionnaire will be designed accordingly, to collect data to prove the research hypotheses are valid.

3.1 Research Framework

According the research objectives and the relationship between each variable, and generated the framework as below, independent variables are the variables of UTAUT2 and Channel Integration Quality, and dependent variable would be purchase intention.

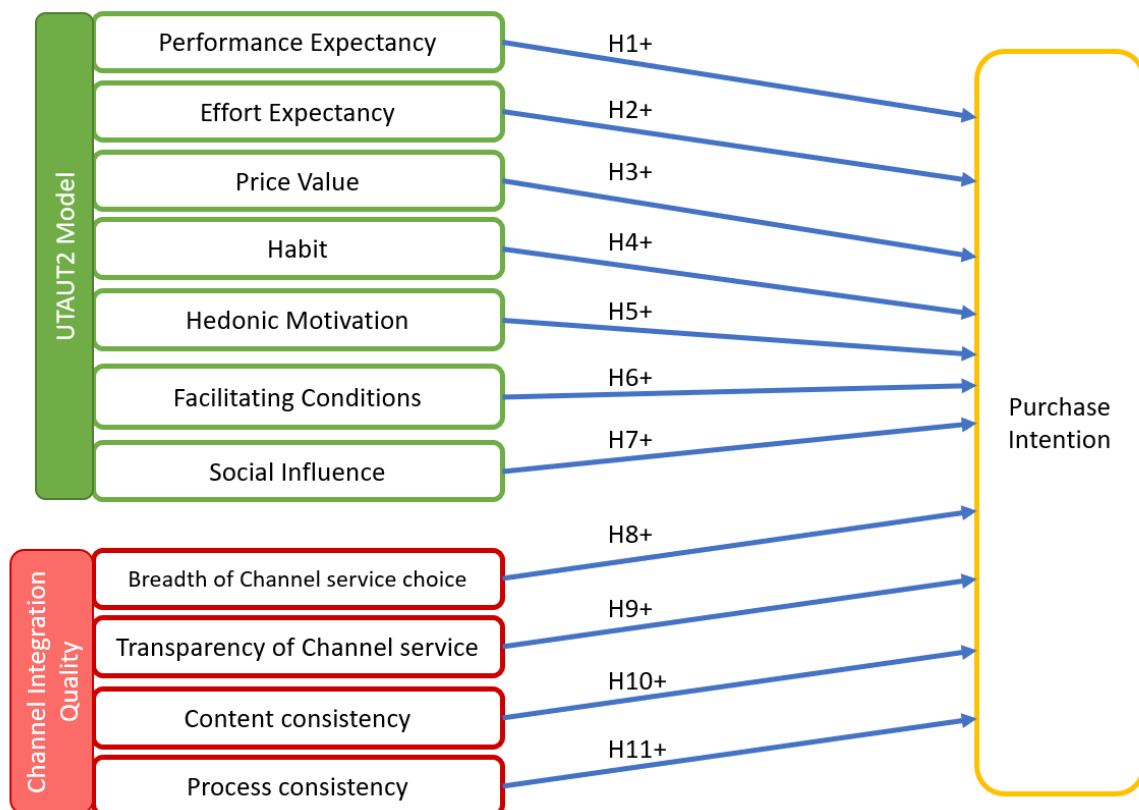


Figure 3.1: Research Framework

Construct by author

3.2 Research Target

Targeting the online questionnaire will be filled in by a sample group of Hong Kong resident, who are 15 years old or older that able to work. The reason of choosing 15 years old as boundary because Labour Department of Hong Kong defined “children” as persons ages under 15 who are not allowed to be employed (Labour Department, 2023). Since they are able to earn income, assumed that they would have the intention of purchasing products. Therefore, the research target group is set as Hong Kong resident 15 years old or older.

3.3 Type of Research and Data Collection Method

Research types has divided into two types: Qualitative and Quantitative data analysis. Qualitative research method is mainly to cross analyze data and research inferences to generated conclusion of the research (Emmel, 2013; Bernard, 2017). To collect qualitative data for this study, interviews (primary data) and literature reviews (secondary data) will be used. Quantitative research method adopts a positivist perspective to study social phenomena with statistical analysis (Brannen, 2017). To collect quantitative data for this study, online questionnaire (primary data) will be used, for finding out if the variables would affect consumers’ purchase intention on optical products through omnichannel retailing.

3.4 Sampling Method

The sample group for this questionnaire would be Hong Kong residents who aged 15 and over, the total popular is:

Year		2021			
		Population Aged 15 and Over		Population Aged 15 and Over (Excluding Foreign Domestic Helpers)	
		Number of Persons	Percentage	Number of Persons	Percentage
Sex	Marital Status				
Male	Never married	914 936	30.8	914 630	30.9
	Married	1 839 629	62.0	1 837 960	62.0
	Widowed	70 367	2.4	70 340	2.4
	Divorced	125 833	4.2	125 746	4.2
	Separated	15 503	0.5	15 429	0.5
	Total	2 966 268	100.0	2 964 105	100.0
Female	Never married	976 631	26.8	895 697	27.0
	Married	2 030 509	55.8	1 840 222	55.4
	Widowed	354 827	9.8	344 528	10.4
	Divorced	252 984	7.0	220 539	6.6
	Separated	24 013	0.7	20 152	0.6
	Total	3 638 964	100.0	3 321 138	100.0

Table 3.1: Population Aged 15 and Over in Hong Kong

Source: Census and Statistics Department, 2022

Since the size of population is too large, so the sample size of this study would be 385 to achieve 95% confident that the true value of the estimate will be within 5 percentage points of 0.5 (Aron and Aron, 1999):

$$n = [Z^2 * p*(1-p)]/e^2$$

$$n = (1.96)^2 (0.5)(0.5)/(0.05)^2 = 384.16$$

So, the sample size of this study will set as 385.

To achieve the number of sample size, the sampling will be taken through non-probabilistic sampling process with snowball sampling. First, approach the initial respondents for pilot test. Then, find new respondents from the information that they provide for further research in this study.

3.5 Questionnaire Design

The questionnaire of this study was designed according to the measurements of each variable that mentioned in chapter 2, most of the measurement standards of UTAUT2, Channel Integration Quality and purchase intention are referring to prior studies.

All measures will be phrased as six-point Likert scales, from 1 (strongly disagree) to 6 (strongly agree). The reason to choose six-point is to encourage respondents to consider carefully before answering the questions, the results would lean positively or negatively (Thompson, 2018), to avoid getting the result as neutral or undecided like five-point and seven-point Likert scales.

3.6 Data Analysis

To analyse the data that collected from questionnaire, SPSS software was used to get the Cronbach's Alpha value, plotting linear regression and run the correlation test according to the research hypotheses.

Cronbach's Alpha value (Cuieford, 1965)	$\alpha < 0.35$	Not reliable
	$0.35 \leq \alpha \leq 0.7$	Slightly reliable
	$0.7 < \alpha \leq 0.8$	Reliable
	$\alpha > 0.8$	Very reliable

Table 3.2: Cronbach's Alpha value

Construct by author

The analysis that would be done in SPSS software for this study are: Descriptive Statistics, Reliability Analysis, Correlation Test, Regression Analysis.

3.7 Concluding Summary

The research methodology that will be used in this study has been briefly explained as above, including setting 385 as sample size for online questionnaire through non-probabilistic sampling process, which would be gathered with snowballing technique.

4 Research Limitation

The limitation of this study would be the selection of respondents, for example, it is hard to find the population of persons that have experience on using omnichannel retailing system, which would be better sample groups to identify the potential to apply omnichannel in optical industry in Hong Kong. Also, the data from sample size is collected via snowballing sampling process, couldn't guarantee the respondents number when would achieve 385.

5 Direction of Further Research

Nest step, the questionnaire will be sent out to start collecting data to check the cronbach's alpha value and correlations of each construct by SPSS software, and analyse the data to prove if the hypotheses are supported by the data.

6 Timeline

The timeline of this project for further actions would be listed as below:

	June	July	August	September	October	November
Questionnaire - collecting data	Drafting	Collect Data			Annalysis with SPSS	
Dissertation		Proposal	Dissertation			Submit
Introduction		Drafting	Complete			
Literature Review		Drafting		Complete		
Research Methodology			Drafting	Complete		
Results			Drafting		Complete	
Conclusion and Recommendation				Drafting	Complete	

Table 6.1 Gantt Chart

Construct by author

Targeting to complete collecting data by the end of September and start analysing with SPSS for the results.

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APPLICATION FOR ETHICAL APPROVAL

RESEARCH STUDENTS

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

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

This document is also available in Welsh.

RESEARCH STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

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

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1	Full Name:	CHAN GI WING CONSTANCE			
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:	THE HONG KONG MANAGEMENT ASSOCIATION			
4	Campus:	THE HONG KONG MANAGEMENT ASSOCIATION			
5	E-mail address:	constancecgw@yahoo.com.hk			
6	Contact Telephone Number:	(852) 95856371			
For students:					

7	Student Number:	CHAN GI WING CONSTACE
8	Programme of Study:	MASTER OF BUSINESS ADMINISTRATION
9	Director of Studies/Supervisor:	DR. AIRON WONG

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☒
					Date
2	If Yes, please indicate source of approval (and date where known): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
Institute Research Committee		☐			
Other (write in)		☐			

SECTION C: Internal and External Ethical Guidance Materials

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

SECTION D: External Collaborative Research Activity

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

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

9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐
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Where research activity is carried out in collaboration with an external organisation

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

SECTION E: Details of Research Activity

1	Indicative title:	Acceptance of Omnichannel Retailing for Optical Products in Hong Kong: Application of UTAUT2 and Channel Integration Quality on Purchase Intention			
2	Proposed start date:	12-6-2023	Proposed end date:	24-11-2023	
	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 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 To analyse the acceptance of omnichannel retailing for optical products in Hong Kong, to enhance competitiveness of local retailers in optical industry. <i>(this box should expand as you type)</i>				
4	Research Question Q1. Which variables would affect consumers to adopt omnichannel retailing to purchase optical products? Q2. Which variables have significant relationship with purchase intention of purchase optical products through omnichannel retailing? Q3. How should local optical retailers to provide better services with omnichannel retailing? <i>(this box should expand as you type)</i>				
5	Aims of Research Activity The research aims of this study are to find out the variables that would affect consumers to adopt and significant relationship with purchase intention on omnichannel retailing to purchase optical products. <i>(this box should expand as you type)</i>				
6	Objectives of Research Activity 1. Find out the variables would affect consumers to adopt to purchase optical products through omnichannel retailing in Hong Kong.				

	2. Find out the variables that have significant relationship with purchase intention of optical products through omnichannel retailing in Hong Kong. 3. Summarize recommendations to local optical retailers to provide better services with omnichannel retailing. (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	Online questionnaire and focus group to gather data SPSS to analyse 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	The research will be take place in Hong Kong and I am Hong Kong resident. (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?	400 (this box should expand as you type)
11	Who will the participants be?	publics (this box should expand as you type)
12	How will you identify the participants?	Hong Kong Resident who are 15 years old or above (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			
<i>(this box should expand as you type)</i>				

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

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.					
1	Full risk assessment completed and appended? <table border="1"> <tr> <td>Yes</td> <td>☐</td> </tr> <tr> <td>No</td> <td>☒</td> </tr> </table>	Yes	☐	No	☒
Yes	☐				
No	☒				
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information <table border="1"> <tr> <td> Risk to participants: N/A <i>(this box should expand as you type)</i> </td> <td> How you will mitigate the risk to participants: N/A <i>(this box should expand as you type)</i> </td> </tr> </table>	Risk to participants: N/A <i>(this box should expand as you type)</i>	How you will mitigate the risk to participants: N/A <i>(this box should expand as you type)</i>		
Risk to participants: N/A <i>(this box should expand as you type)</i>	How you will mitigate the risk to participants: N/A <i>(this box should expand as you type)</i>				
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities N/A <i>(this box should expand as you type)</i>				
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest <table border="1"> <tr> <td> Risk to the investigator: </td> <td> How you will mitigate the risk to the investigator: </td> </tr> </table>	Risk to the investigator: 	How you will mitigate the risk to the investigator: 		
Risk to the investigator: 	How you will mitigate the risk to the investigator: 				

	N/A <i>(this box should expand as you type)</i>	N/A <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: N/A <i>(this box should expand as you type)</i>	How you will mitigate the risk to the University: N/A <i>(this box should expand as you type)</i>
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: N/A <i>(this box should expand as you type)</i>	How you will mitigate the risk to environment: N/A <i>(this box should expand as you type)</i>

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

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	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.
	N/A <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.
	N/A <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>		

	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:		
	 <i>(this box should expand as you type)</i>		

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

13	Electronic transfer of data in any form?	☐	☒
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	N/A <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	Supervisor and myself <i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	Me <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.		
	N/A <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: 17/7/2023

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Arion WONG	Date: 17 July 2023
3	Signature:		

For STAFF Submissions:

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

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

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

RESEARCH STUDENTS ONLY

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