

A STUDY OF CONSUMER ONLINE PURCHASE INTENTIONS IN THE WATCH INDUSTRY BASED ON THE PERCEIVED BENEFIT, WEBSITE CONTENT, EWOM, HEDONIC FEATURES AND CUSTOMER BEHAVIOURS.

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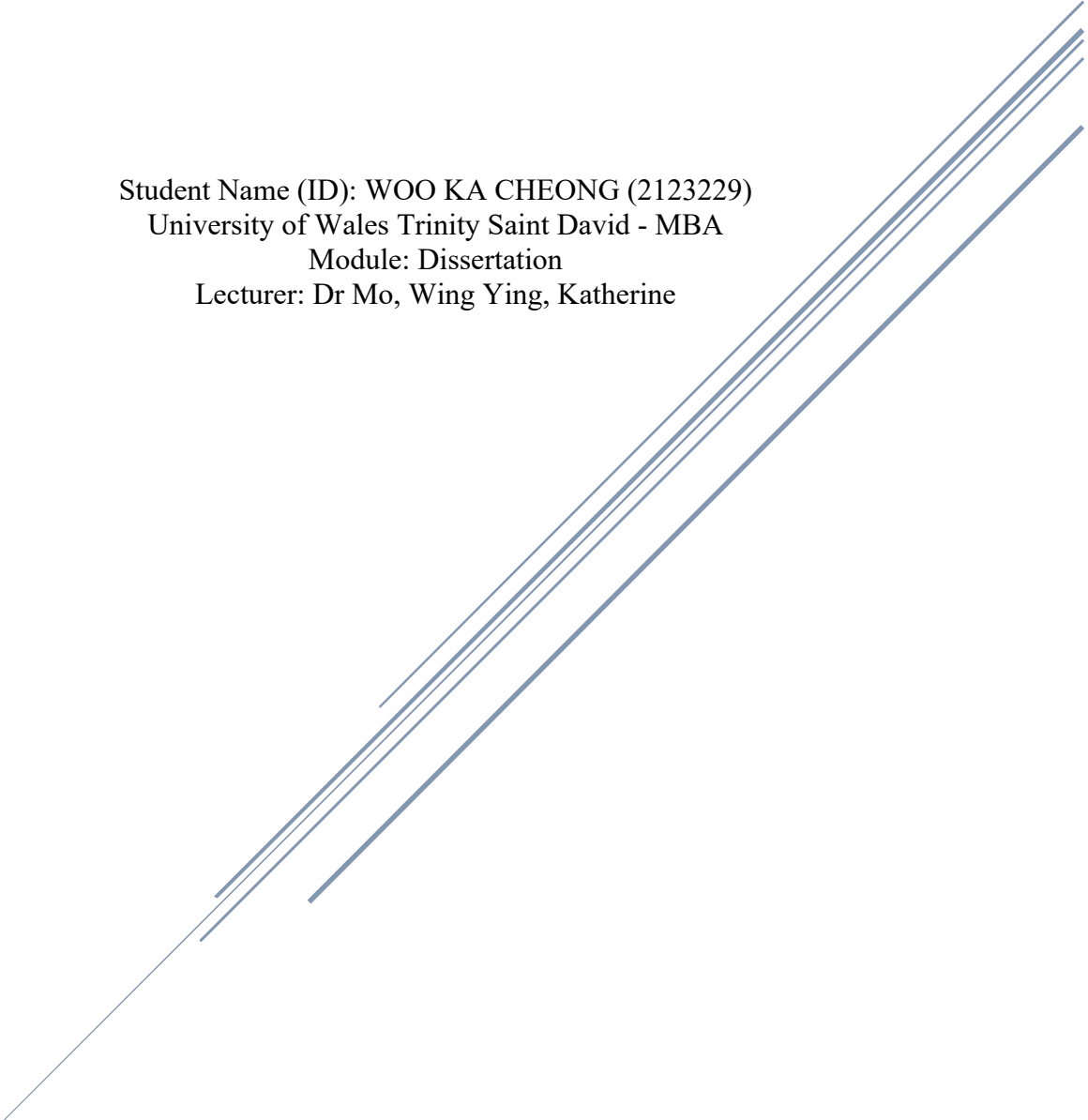
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Table of Contents

Table of Contents.....	i
List of Tables:	iii
List of Figures:	iii
Chapter 1 Introduction.....	1
1.1. <i>Research Background</i>	1
1.2. <i>Research Motivation</i>	2
1.3. <i>Research problems</i>	2
1.4. <i>Aims and Objectives</i>	3
1.5. <i>Summary</i>	3
Chapter 2 Literature Review	4
2.1 <i>Perceived Benefit</i>	4
2.1.1 Construct and measurements	5
2.2 <i>Website Content</i>	6
2.2.1 Construct and measurements	7
2.3 <i>eWOM</i>	8
2.3.1 Construct and measurements	9
2.4 <i>Hedonic Features</i>	10
2.4.1 Construct and measurements	11
2.5 <i>Trust</i>	12
2.5.1 Construct and measurements	13
2.6 <i>Customer Behaviours</i>	14
2.6.1 Construct and measurements	15
2.7 <i>Demographic factors</i>	15
Chapter 3 Research Methodology	16
3.1 <i>Research Model and Hypothesis</i>	16
3.2 <i>Triangulation</i>	17
3.3 <i>Quantitative and Qualitative Research</i>	18
3.4 <i>Focus Group</i>	19
3.5 <i>Questionnaire Survey Method</i>	20
3.6 <i>Final Survey</i>	21

3.6.1	Target Population	21
3.6.2	Sampling Method	21
3.6.3	Sampling Size	22
3.7	<i>Data Analysis Techniques</i>	22
3.8	<i>Research Method Limitations</i>	22
3.9	<i>Research Ethics</i>	22
References:.....		23
Appendices:.....		28

List of Tables:

Table 1: Definition of Perceived Benefit.....	4
Table 2: Measurement of Perceived Benefit.....	5
Table 3: Definition of Website Content.....	6
Table 4: Measurement of Website Content.....	7
Table 5: Definition of eWOM.....	8
Table 6: Measurement of eWOM.	9
Table 7: Definition of Hedonic Features.	10
Table 8: Measurement of Hedonic Features.	11
Table 9: Definition of Trust.	12
Table 10: Measurement of Trust.	13
Table 11: Definition of Customer Behaviours.	14
Table 12: Measurement of Customer Behaviours.....	15
Table 13: Final Survey.....	21

List of Figures:

Figure 1. Shows the tourism performance in 2019.....	1
Figure 2. The process model of the research.....	3
Figure 3. Gantt Chart for Research Schedule.....	3
Figure 4. An illustration of the qualitative and quantitative methods of triangulation.....	17
Figure 5. Process Of Gathering Primary Data.....	18
Figure 6. Flow chart of the steps of the focus group discussion technique.	19
Figure 7. Illustrate the sample of the Likert scale of the questionnaire are going to set.....	20

Chapter 1 Introduction

1.1. Research Background

As we approach 2023, we are in the middle of the fourth quarter of 2022, traditionally a time for buying Christmas gifts. Following the extra income received from the year-end bonus, those who wish to reward themselves in the past year. There should be an increase in the atmosphere of retail in general.

Furthermore, Hong Kong is known as a shopping paradise; the Individual Visit Scheme was released in July 2003, accelerating the retail sector's growth and allowing travellers from Mainland China to take up to 78% of the total market year-over-year (Tourism Commission, 2019).

According to Tourism Commission's tourism performance research, in 2019, 55.91 million visitors travelled to Hong Kong, which contributed 256.2 billion Hong Kong dollars (see Figure 1). However, it is worth reflecting upon the past three years since the outbreak of Covid-19 began. Arrivals of tourists in Hong Kong decreased by 90%. (Appendix A). The ZERO COVID policy introduced by the government ultimately hurt tourism-driven sales. Over the past 30 months, Hong Kong has lost half of its watch sales; the watch retail industry has nearly collapsed (Partner Net, 2022).

Figure 1. Shows the tourism performance in 2019.

	2019	vs. 2018
Total visitor arrivals	55,912,609	-14.2%
- Overnight arrivals	23,752,359	-18.8%
- Same-day arrivals	32,160,250	-10.4%
Average hotel room occupancy rate	79%	-12 percentage points
Average hotel room rate	HK\$1,206	-12.4%
Average length of stay of overnight visitors	3.3 nights	+0.2 night
Per capita spending of overnight visitors	HK\$5,818	-12.0%
Total tourism expenditure associated to inbound tourism	HK\$256.2 billion	-22.7%

Source: (Tourism Commission, 2019).

1.2. Research Motivation

After the Covid-19 pandemic hit Hong Kong, people had to change their lifestyles. In March 2020, citizens were not permitted to dine in the evening; also, most entertainment venues had to close; and people had to reduce their outdoor activities. Therefore, spending habits have changed, and people are used to purchasing goods on their mobile phones or via the web. Merchandise can also be delivered directly to homes or picked up at a pick-up location. Consequently, online shopping has become a daily life, especially for fast-moving consumer goods.

The vaccination rate had increased; 82% of citizens had taken their third dose (HKSAR, 2022). and the economy was gradually recovering, but the retail market still had a long way to go. Since the government introduced the "leave home safe" application, the mobile phone has become an essential item for everyone.

Nowadays, brands have changed advertising campaigns radically because of the impact of the pandemic. As part of the redesigned strategy, digital marketing has become a focal point. The watch industry must study this issue carefully to confront this trending norm; which factors affect the potential buyers to purchase online?

However, insufficient research in this area in the watch industry has been examined. Therefore, this study would like to investigate whether these factors can positively influence the sector's growth.

1.3. Research problems

Identification of research problems leads to an expansion of the study. It is like setting a goal before embarking on a new adventure. Throughout the entire research process, it serves as the primary guiding principle. In sociology, a topic of study is discussed as a hypothesis. Hence, the question is relevant as a study topic. (Pardede, 2018, p.5).

This research examines the following research problems:

- Do *Perceived Benefits* significantly impact consumers' intentions to make an *Online Purchase* in Hong Kong?
- Do *Website Content* and *eWOM* influence *Online Purchase Intentions* for watches in Hong Kong based on customer trust?
- Do *Customer/Consumer Behaviours* significantly influence consumers' *Online Purchase Intentions* for watches in Hong Kong?
- Are *Age and Gender* significant influences on the *Online Purchase Intentions* of Hong Kong consumers for watches?
- Develop hypotheses regarding the factors influencing consumers' *Purchase Intentions* for watches in Hong Kong.

An examination of similar studies on similar topics was conducted in chapter 2, followed by the developing of a research model for this study in chapter 3.

1.4. Aims and Objectives

Since entry restrictions hammered the tourism-driven retail industry in COVID-19, watch and jewellery sales have suffered grievously. The watch industry must find a way to restore its business. In the past decade, digital marketing and online shopping have become the new norms. Despite this, the habit of purchasing watches over the Internet is still sporadic.

This study aims to fill a void in existing knowledge by analysing the conclusions of studies that have been unsuccessful in identifying online purchase intentions. In order to survive the current challenging period in the Hong Kong watch industry, several factors must be addressed. Additionally, it serves as a reference for strategic planning to The Federation of Hong Kong Watch Trades & Industries Ltd (HK Watch Org, 2022) by providing relevant data. Based on the data gathered, they can optimize the purchase intention of wristwatches for online shopping.

1.5. Summary

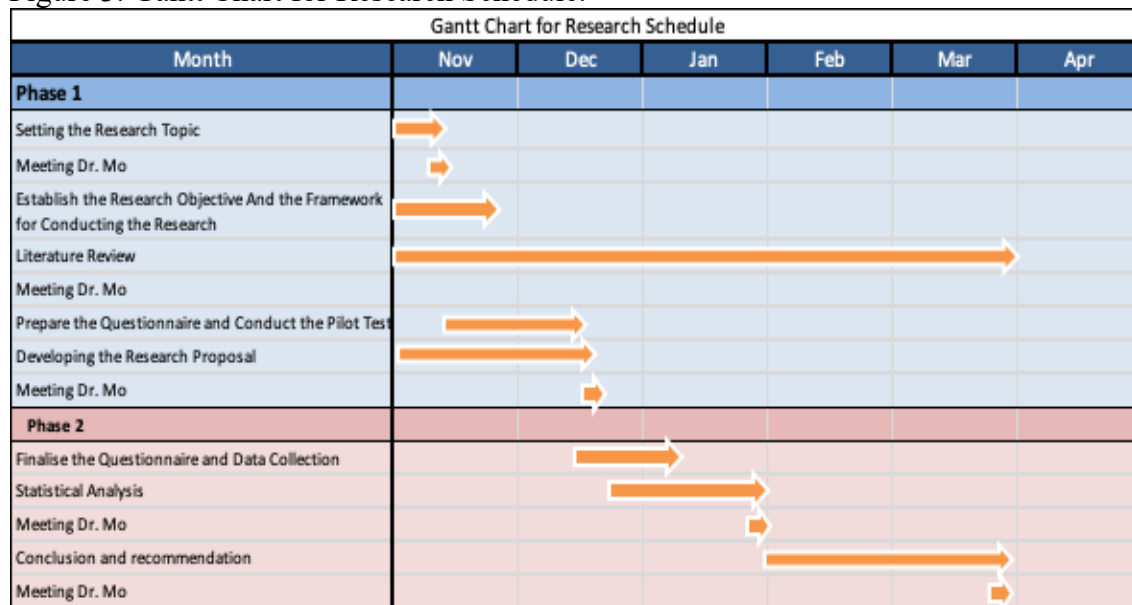
Figure 2. illustrates the process model of the research structure, and the grant chart represents the working process.

Figure 2. The process model of the research.



Source: Created by author.

Figure 3. Gantt Chart for Research Schedule.



Source: Created by author.

Chapter 2 Literature Review

The purpose of the literature review was to demonstrate that the researcher's knowledge and ability to synthesise is already understood. Ultimately, the researcher can identify conflicts and gaps in existing findings. Researchers must explain why their study is practical, original, and contributes to the field (Jesson and Matheson, 2011).

2.1 *Perceived Benefit*

According to (Al-Debei and Akroush, 2015) defined *perceived benefit* is the combination of benefits that satisfy a customer's expectations. Also, illustrated by (Lee and Yen, 2014) price is one of the significant components of perceived value in shopping, a fellow by simplicity and social benefits.

Table 1: Definition of Perceived Benefit.

Researcher(s)	Definition
Al-Debei, Akroush & Ashouri (2015)	Perceived relative advantage of an innovation, expressed as economic profitability, social prestige, and/or other benefits. As the sum of advantages that meet a consumer's needs or wants. As a consumer's belief about the extent to which he or she will become better off from the online transaction with a certain web site. As the sum of advantages that meet a consumer's needs or wants In terms of convenience and time saving.
Lee, David & Hsiao (2014)	It could be used to explore the effect of information sharing because it is a cognitive decision made by individuals for a specific service. Perception that may drive users' attitudes and behaviours. The perspectives including performance/quality, emotional, money, and social. The monetary perspective indicates that value is generated when less is paid for goods or products.
Liu, Brock & Shi, et al., (2013)	Functional motives are convenience, variety and quality of merchandise, and price, whereas non-functional (hedonic) motives are related to social and emotional needs for enjoyable, interesting shopping experiences. Perceived benefits of online shopping: (1)shopping convenience; (2)product selection; (3) ease/comfort of shopping; and (4)hedonic/enjoyment. Major benefits associated with online buying behaviour:(1)a price benefit; (2)a convenience benefit; and (3)a recreational benefit.
Shannon, Forsythe & Liu & et al., (2006)	Personal determinants of shopping in traditional formats can be broadly understood as being influenced by functional and non-functional motives. Functional motives are related to utilitarian functions such as convenience, variety and quality merchandise and price. Non-functional (hedonic) motives are related to social and emotional needs for enjoyable, interesting shopping experiences. Both functional and hedonic motives for online shopping were important predictors of attitudes toward online shopping.
Silva, Pinho & Soares, et al., (2019)	Perceived benefits can be viewed as a determinant of the shopping experience. Trade-off between what is gained and given It translates into the consumer's subjective belief that he/she will gain something from the Internet purchase.
Tri D, Robinson, Dobeles (2022)	The emergence of internet-based media has promoted the development of <i>eWOM</i>, which refers to information regarding a product or company that is made available to a large group of people via the internet. The <i>eWOM</i> literature contains many definitions of <i>eWOM</i>, which describe <i>eWOM</i> in different forms, such as online referrals, user-generated content, consumer-generated ads and online reviews.

Source: Created by author.

2.1.1 Construct and measurements

This study surveyed a questionnaire to analyse received benefits based on characteristics of shopping in privacy at home, convenience (Al-Debei and Akroush, 2015), saving money and having no time limit (Silva et al. 2019).

Table 2: Measurement of Perceived Benefit.

Researcher(s)	Construct & Measurements
Al-Debei, Akroush & Ashouri (2015)	Shop in privacy of home Whenever the consumer desires? Save the effort of buying compared to offline/traditional stores
Lee, David & Hsiao (2014)	Experiential value Information value Perceived value Shared vision Social capital Social value Transaction value Trust
Liu, Brock & Shi, et al., (2013)	Price is a very attractive factor to most consumers. Price discount could affect consumers' price belief, eventually affect their shopping intentions. Price benefit positively influences consumers 'attitude. Convenience benefit positively influences consumers 'attitude.
Shannon, Forsythe & Liu & et al., (2006)	Shopping Convenience Product Selection Ease/Comfort of Shopping Hedonic/Enjoyment
Silva, Pinho & Soares, et al., (2019)	Save money More convenient

Source: Created by author.

2.2 Website Content

Website content provides visitors with information that facilitates interaction (Hasley and Gregg, 2010). It often contains valuable information for their visitors. Increasing customer retention, stimulating curiosity, generating confidence, and encouraging purchases, leads to the retention of customers (Chu, 2001).

Table 3: Definition of Website Content.

Researcher(s)	Definition
Chang, Kao & Wu, et al., (2021)	The provision of quality online information Website supports on-line seekers in navigating the website Acquiring knowledge efficiently and effectively.
Chu (2001).	Website contents can arouse interest, develop trust, and facilitate decisions by customers. Websites often provide customers with online booking and other information-related services.
Hasley & Gregg (2010)	Website information content affects user-website interactions Providing information that assists the audience in making a purchase decision. To assist prospective buyers in identifying specific items or selecting items rationally.
Rahimnia & Hassanzadeh (2013)	How information can be retrieved How information should be displayed. How information should be stored and organized Website content is an effective means for building customers' trust What information needs to be selected
Nigel Halpern, & Uttam Regmi. (2013).	Public relations are carried out through website content. In order to maintain and build positive relations. Also, it provides content and offers a variety of services.

Source: Created by author.

2.2.1 Construct and measurements

the study surveyed a questionnaire to analyse website content based on the characteristics of priority, information, and usability (Charalel et al. 2016).

Table 4: Measurement of Website Content.

Researcher(s)	Construct & Measurements
Charalela, Puaa & Gallaa, et al., (2016)	Content and accessibility Relative importance of fellowship program websites Society of interventional radiology (sir) online resources
Chu (2001).	Likes and dislikes about online activities? What contents and features do internet users expect to see in website?
Rahimnia & Hassanzadeh (2013)	The informational dimensions The design dimensions
Nigel Halpern, & Uttam Regmi. (2013).	Passenger service & information Aviation/Non-aviation Corporate communications
Tufuga, Mueller & Bellini, et al., (2022)	Award each time Diverse/diversity Equitable/equity Goals and Objectives Inclusion/inclusive Landing Page Total images on the website

Source: Created by author.

2.3 *eWOM*

According to (Litvin and Goldsmith, 2018), *eWOM* refers to all unofficial information exchanges addressed to consumers about aspects or experiences of merchandise, offerings, or websites (Litvin and Goldsmith, 2018). Also, the characterisation (Bilal et al. 2022). *eWOM* (Electronic Word of Mouth) represents an evolved form of online interaction in the social network environment.

In this study, *eWOM* was assessed as a variable with a positive effect on trust to assess the likelihood of an online purchase.

Table 5: Definition of *eWOM*.

Researcher(s)	Definition
Al-Debei, Akroush & Ashouri (2015)	<i>eWOM</i> defined as “any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via the Internet.” <i>eWOM</i> communication has emerged as a result of the increasing numbers of consumers who are using the internet to find relevant information, thanks to recent rapid advancements in internet technologies.
Bilal, Akram and Zhang, et al., (2022)	The fast expansion of SNS has changed how information is accessed and delivered to consumers with an online platform wherein they can easily share information and suggestions about a brand or experience, namely <i>eWOM</i>. <i>eWOM</i> has become an essential platform for several firms because it influenced consumers’ behaviour and attitude . Online consumers’ reviews provide assessments in terms of <i>eWOM</i> about services, products, and firms on third-party websites. <i>eWOM</i> is a significant source of information for the hotel sector to understand their consumers’ desires and enhance their hotel booking and accommodation quality."
Cheung & Lee (2012)	With the advent of the Internet, WOM which was originally defined as an oral form of interpersonal non-commercial communication among acquaintances has evolved into a new form of communication, namely <i>electronic word-of-mouth (eWOM)</i> communication. <i>eWOM</i> communication can take place in various settings. Consumers can post their opinions, comments and reviews of products on weblogs, discussion forums, review websites, retail websites, e-bulletin board systems, newsgroup and social networking sites.
Saleem & Bilal, et al., (2022)	<i>eWOM</i> is a modified version of internet-based communication of WOM in the new technological epoch . <i>eWOM</i> as “every informal communication addressed to customers and related to features or usage of products or/and services or e-retailers that is based on the internet.” <i>eWOM</i> is the sharing of personal experiences with specific product/service providers via opinions, online reviews, and suggestions, resulting in persuasive effects on targeted customers.
Tri D, Robinson, Dobeles (2022)	The emergence of internet-based media has promoted the development of <i>eWOM</i>, which refers to information regarding a product or company that is made available to a large group of people via the internet. The <i>eWOM</i> literature contains many definitions of <i>eWOM</i>, which describe <i>eWOM</i> in different forms, such as online referrals, user-generated content, consumer-generated ads and online reviews.

Source: Created by author

2.3.1 Construct and measurements

This study surveyed a questionnaire to analyse eWOM based on the characteristics of sources, messages, situation factors, and recipients (Bila et al. 2022).

Table 6: Measurement of eWOM.

Researcher(s)	Construct & Measurements
Al-Debei, Akroush & Ashouri (2015)	Online recommendations to buy Post positive online comments. Positive online reviews e-community frequently post online recommendations to buy from this online catalogue retailer Consumer's online recommendations and reviews increase more confident in purchasing the product
Bilal, Akram and Zhang, et al., (2022)	Information quality. System quality. Virtual interactivity. Reward. Significant positive effects on brand love
Cheung & Lee (2012)	Egoistic Motivation Collective Motivation Altruistic Motivation Pointillistic Motivation Knowledge Self-Efficacy
Saleem & Bilal, et al., (2022)	Satisfaction. Web-site Quality. The Moderating Effect Of Risk-Taking In Gender.
Tri D, Robinson, Dobebe (2022)	<i>eWOM</i> types are affected by platform, format and device. Anonymous or unidentifiable senders affect the perceive of eWOM differently? Influence is affected by the factors related to source, receiver, message and situation. What makes <i>eWOM</i> different from replayed or edited content?

Source: Created by author.

2.4 Hedonic Features

Based on its description by Huang in 2003, hedonic features are satisfaction, excitement, and enjoyment in a given situation or expectation (Huang, 2003). Also, as defined by (Haasa and Kenning, 2014) are expecting a higher rate of success, having fun and having positive feelings.

Table 7: Definition of Hedonic Features.

Researcher(s)	Definition (hedonic)
Huang (2003)	Hedonic features refers to the satisfaction, excitement, and enjoyment the audience receives and expected
Shannon, Forsythe & Liu & et al., (2006)	Non-functional (hedonic) motives are related to social and emotional needs for enjoyable, interesting shopping experiences.
Haasa & Kenning (2014)	Anticipate a higher likelihood Enjoyment Feeling good
Bilgihan (2016)	Exciting Entertaining Gamification Visually appealing provide enjoyment
Zheng, Men & Yang, et al., (2019)	A hedonistic feature motivates a customer to feel pleasure or satisfaction immediately after participating in an activity. Hedonistic features are the biotic factors. (seek play, fantasy and experiences) Hedonic features play a significant role in influencing consumers' impulse buying behaviour by appealing to the entertaining, fun, and delightful aspects of shopping.
Shang, Jin & Qiu (2020)	Primarily provide affective experience, and they are more related to sensation, pleasure and enjoyment.

Source: Created by author.

2.4.1 Construct and measurements

This study uses a questionnaire to analyse hedonic features based on characteristics such as Affirmative, Appreciative, Comforting, Delightful, Fun and Enjoyable (Huang, 2003).

Table 8: Measurement of Hedonic Features.

Researcher(s)	Construct & Measurements (hedonic)
Huang (2003)	The hedonic performance 1. Pleasant (Delightful) –unpleasant 2. Nice (Appreciation) –awful 3. Entertaining (Fun and enjoyable) –weary 4. Agreeable (Affirmative) –disagreeable 5. Soothing (Comforting) –aggravating
Haasa & Kenning (2014)	Disposition toward salespeople Efficiency orientation Purchase uncertainty Shopping enjoyment
Bilgihan (2016)	Weary / Entertaining Disagreeable / Agreeable Dull / Exciting Not Delightful / Delightful Not Thrilling / Thrilling
Zheng, Men & Yang, et al., (2019)	The situation factors: Interpersonal influence Portability Visual appeal
Shang, Jin & Qiu (2020)	Evaluate people's preference Negative emotions (sad, guilt) Positive emotions (happy)

Source: Created by author.

26 words

2.5 Trust

Trust in a website refers to its likelihood of being trusted by a consumer, which is one of the fundamental principles of online shopping (Koehn, 2003). The concept of trust is viewed as a combination of behaviour, perspective, personality, and connection with others; it is also defined as conceptual, empathetic or consequential (Alpern, 1997).

Table 9: Definition of Trust.

Researcher(s)	Definition
Alpern (1997)	Trust is thought to be an action, an attitude or orientation, a state of character, a relationship; Trust has been described as cognitive (i.e., a matter of opinion or prediction that things will turn out in a certain way or that people will behave in a certain way), affective (i.e., a matter of feeling) or conative (i.e., a matter of choice or will) .
Al-Debei, Akroush & Ashouri (2015)	Trust as “the mutual confidence that no party to an exchange will exploit another’s vulnerabilities. Trust can be also referred to as the belief of an individual in the trustworthiness of others which can be determined by their perceived integrity, benevolence, and competence. Trust can be described as an expectation that others will not behave opportunistically.
Daryl Koehn (1996).	Trust in a website was defined the willingness of a consumer to trust a website. Because of the inherent nature of online shopping, trust plays a central role in transactions.
Daryl Koehn (2003).	Trust is not the mere "confidence in one's expectation" It is more correct to think of trust as a confidence in an expectation of the trustee's good will. Trust and Anti-Trust," defines trust as the trustor's expectation of being the recipient of the trusted party's good will. Trust is the trustor's expectation of being benefited in some way by a particular person or group who are capable of betraying the trustor and with whom the trustor has an actual or potential relation.
Hsiao, Lin & Wang, et al., (2010)	Trust in a website was defined in this study as the willingness of a consumer to trust a website. Because of the inherent nature of online shopping, trust plays a central role in transactions.
Liu, Brock & Shi, et al., (2013)	Trust definitions stress a functional point of view. Trust reduces complexity in situations of uncertainty. An act of trust is a party's faith that another party will perform an action properly in return for their trust. Regardless of whether the other party can be monitored or controlled.

Source: Created by author.

55 words

2.5.1 Construct and measurements

The purpose of this study is to analyse trust in performance, a personality characteristic or perspective, using a questionnaire. (Alpern, 1997).

Table 10 Measurement of Trust.

Researcher(s)	Construct & Measurements
Alpern (1997)	Trust is an action, attitude or orientation a state of character a relationship Trust is cognitive (a matter of belief that things will turn out in a certain way) affective (a matter of feeling and emotion) conative (a matter of will and choice) Trust characterized (voluntaristic dimension) as A biological instinct A personal habit a matter of personal choice/inculcation of cultural Norms essentially unconscious Trust defined (cognitive dimension) thought to be A rational calculation on available evidence A leap beyond what reasons support Outside of reasoning altogether
Al-Debei, Akroush & Ashouri (2015)	It is safe to pay money and perform a financial transaction on this catalogue retailer web site. The online catalogue retailer will protect my financial-related information from being leaked (hacked). The catalogue retailer web site is secured given that it uses digital certificates. The catalogue retailers web site will not sell my personal information (e-mail, phone number, names..) to others for commercial use.
Daryl Koehn (2003).	Seeking evidence for the other's trustworthiness. Does the other party have a history of keeping promises? A good reputation?
Hsiao, Lin & Wang, et al., (2010)	The increase levels of: Perceived Ability Perceived Benevolence/Integrity Perceived Critical Mass Perceived Web Reputation Perceived Web Quality Perceived Institution Assurance
Liu, Brock & Shi, et al., (2013)	Transferring the trust allied with 3rd party Recommendations and comments. Credibility
Silva, Pinho & Soares, et al., (2019)	Trust rely on perception of the risks and benefits associated with transactions. Trust influence the positively online purchase intention The greater the perceived risk, the lower the trust in the Internet. The higher the trust in the Internet, the greater the intention to purchase online.

Source: Created by author.

2.6 Customer Behaviours

A valid metric to measure Consumer Behaviour is big data, which can be collected from the atmosphere through analysis (Akrama et al. 2021) Adapted from Horner and Swarbrooke's *Marketing Tourism, Hospitality, and Leisure in Europe* in 1996, Consumer behaviour is understanding what drives consumers to make purchases and how they decide. (Horner and Swarbrooke, 1996) also mentioned from (Solomon, 1996) that consumer behaviour is when they choose, spend, use, or get rid of items, concepts, or occasions to fulfil their desires (Swarbrooke and Horner, 2007).

Table 11: Definition of Customer Behaviours.

Researcher(s)	Definition (Customer Behaviours)
Akrama, Junaid & Zafare, et al., (2021)	Customer behaviours determine in direct connection with subjective & objective factors. Behaviours can be learned from the environment through the observation of the learning process, and social commerce is an effective consumption learning platform.
Solomon (1996).	Consumer behaviour is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants'. This definition introduces the idea that consumers may make purchase decisions in groups, and not just simply as individuals.
Horner & Swarbrooke (1996).	Consumer behaviour is the study of why people buy the product they do, and how they make their decision.
Xu, Huang & Li (2019)	Consumers' perception of a product depends on the context in which it is presented.
Engel, Blackwell & Miniard (2001)	Those activities directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precedes and follows these actions'. This definition emphasizes the importance of the psychological process which the consumer goes through during the pre-purchase, and post-purchase stages

Source: Created by author.

2.6.1 Construct and measurements

This study used questionnaires to analyse customer behaviour based on factors influencing consumers' purchasing decisions by identifying the underlying needs. Consumer behaviour varies with items, campaigns, budgets, and channels. Anticipating customer needs will improve productivity. Perform a consumer analysis of newly released items (Swarbrooke and Horner, 2007).

Table 12: Measurement of Customer Behaviours.

Researcher(s)	Construct & Measurements (Customer Behaviours)
Akrama, Junaid & Zafare, et al., (2021)	Motivation is one of the most important components of behaviours. Relationship between utilitarian and hedonic motivations on OPI to engage in social commerce. Effects of motivations (utilitarian & hedonic) on OPI in social commerce Interaction effect of eWOM and social value on the association between two types of motivations and OPI. The mediating effect of customer engagement on the relationship between the two types of motivations and OPI.
Boluriana, Akbaria & Mousavib, et al., (2022)	Time-of-use (TOU) price and shifts demand load from peak to valley load time.
Leelayouthayotin (2004)	Factors motivating to shop online? Factors would encourage to shop online? Positive aspects of shopping online? Potential problems that discourage from shopping online? Products or services have considered to shop online?
Swarbrooke & Horner (2007).	Identify the reasons why consumers choose certain products and services. A unique selling proposition (USP) is one benefit they seek. Correct positioning of the product. Adapting to consumer behaviour across product, promotion, price, and channel (distribution). Forecasting consumer demand will bring efficiencies. Identify consumer behaviour with novel products. Targeting particular market segments.
Xu, Huang & Li (2019)	Convenience Money saving Time saving

Source: Created by author.

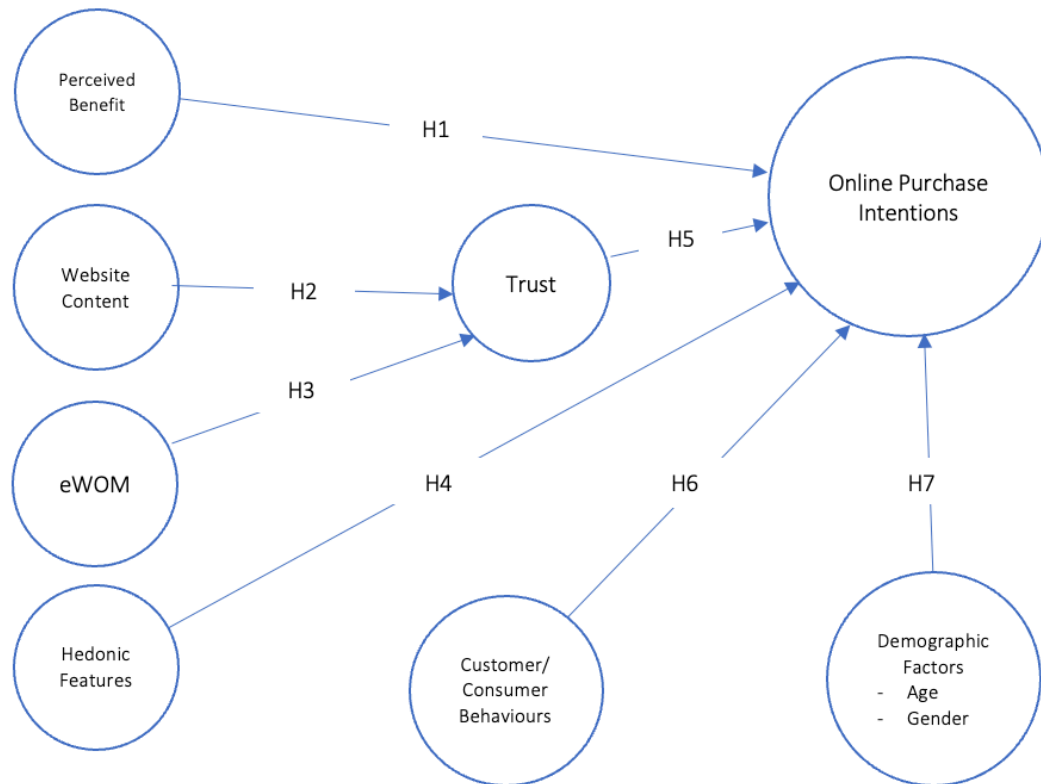
2.7 Demographic factors

In this study, we focused on two demographic characteristics. Identify differences in behaviour and motivation for online purchases based on gender and age.

Chapter 3 Research Methodology

3.1 Research Model and Hypothesis

Figure 3. Study Model



Source: Created by author.

Perceived Benefit:

H1: The higher the perceived benefits, the greater the intention to purchase online.

Website Content:

H2: Website content influences customer purchase intention.

eWOM (e Words of Mouth)

H3: It will be more trustworthy if there is more positive eWOM.

Hedonic Features

H4: Hedonic Features are related to customer purchase intentions.

Trust

H5: The higher the trust in the Internet, the greater the intention to purchase online.

Customer/Consumer Behaviours

H6: Customer/Consumer Behaviours of online shopping are positively related to customer purchase intention.

Demographic Factors

- Age
- Gender

H1 Perceived Benefits → Online Shopping Intentions.

H2 Website Content → Trust.

H3 eWOM → Trust.

H4 Hedonic Features → Online Shopping Intentions.

H5 Trust → Online Shopping Intentions.

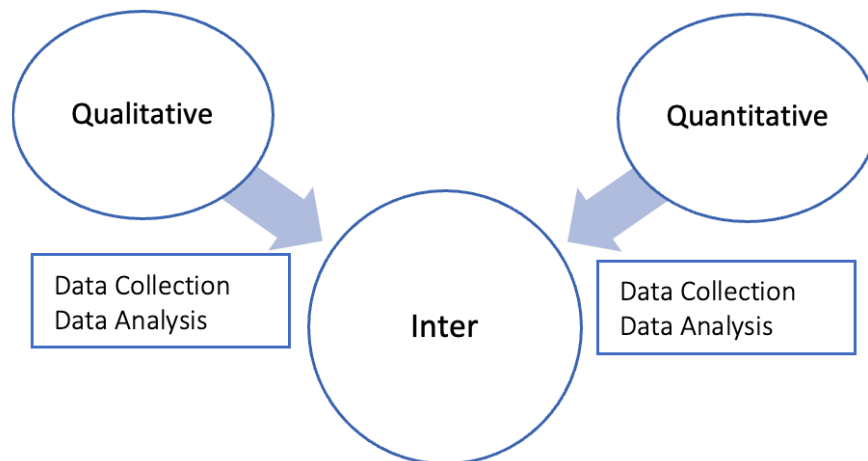
H6 Customer/Consumer Behaviours → Online Shopping Intentions.

H7 Demographic Factors → Online Shopping Intentions.

3.2 *Triangulation*

Triangulation combines at least two or more research approaches, analytical approaches, sources of information, researchers, or analytical methods. Using triangulation improves the capability to evaluate research outcomes by eliminating, counteracting, or compensating for the limitations of a single approach (Thurmond, 2001).

Figure 4. An illustration of the qualitative and quantitative methods of triangulation.



Source: (Atif and Richards, 2013).

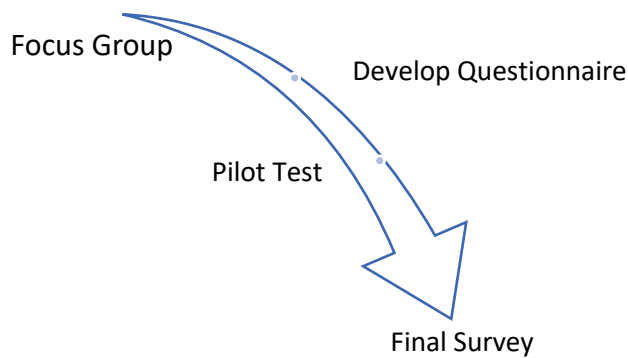
3.3 *Quantitative and Qualitative Research*

To begin formulating the hypothesis, the researcher must determine whether the problem requires a Quantitative or Qualitative approach. When it is necessary to describe an issue, Quantitative research should be used. Qualitative research is essential when solving a problem related to an area that should be investigated (Rahman et al. 2022). In this research, the primary quantitative data is under questionnaires developed and collected from local online shoppers rather than exclusively from people who buy or potentially buy watches online. Secondary quantitative data were analysed similarly to questionnaires, journal articles, HKSAR publications, or studies from overseas.

Primary qualitative data were collected from focus groups conducted with consumers who discussed the rationale for this research on electronic channels. It was not restricted to consumers who purchased watches online or used online shopping to buy other merchandise.

A combination of quantitative and qualitative methods has been employed in this study to facilitate a holistic and balanced assessment. The following figure shows the process of gathering primary data in this study.

Figure 5. Process Of Gathering Primary Data.

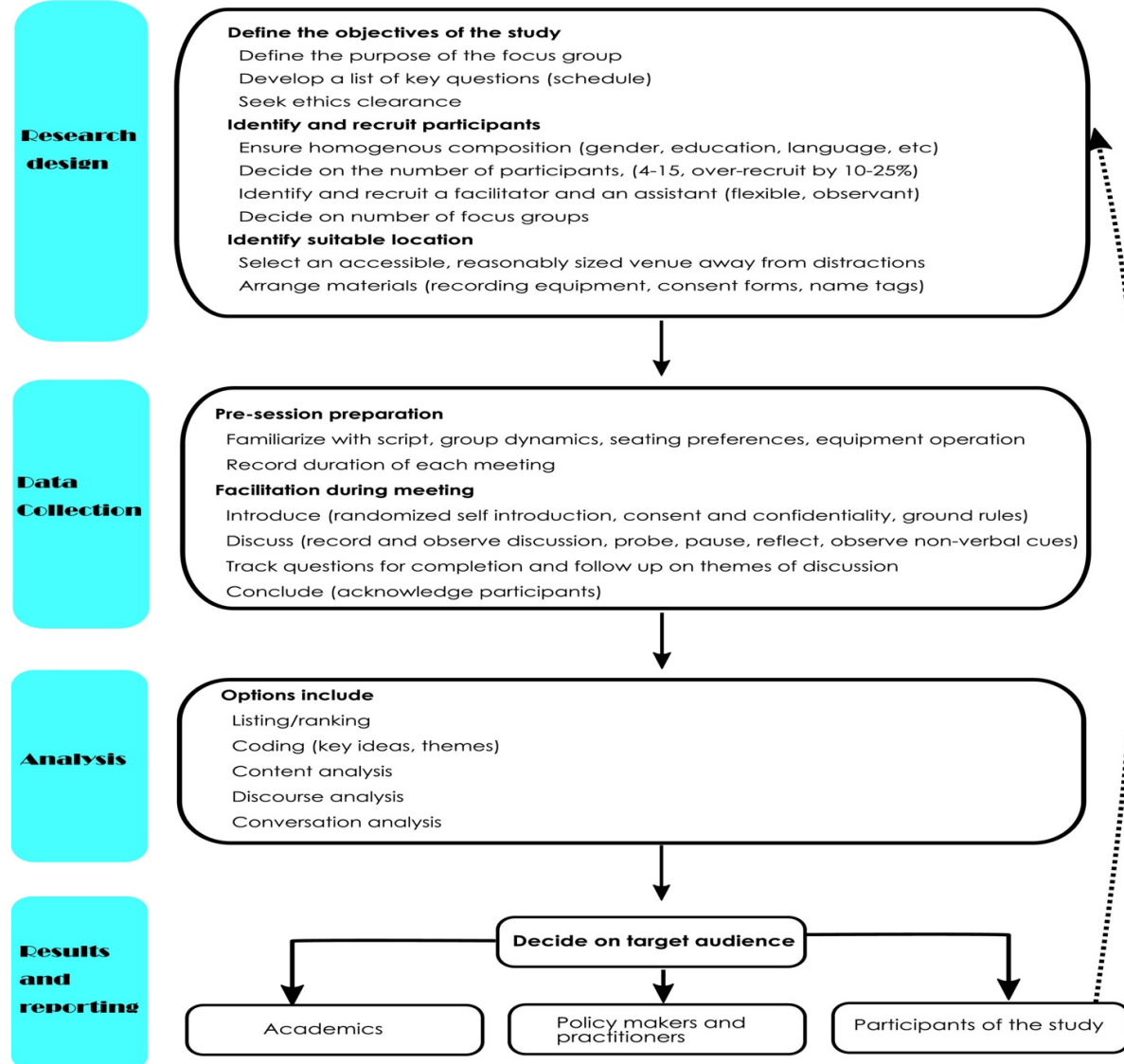


Source: Created by author.

3.4 Focus Group

Research discussion is generally explored through focus groups as a qualitative method. Instead of surveying many individuals, a focus group obtains information from a specific sample of participants (Nyumba et al. 2017).

Figure 6. Flow chart of the steps of the focus group discussion technique.



Source: (Nyumba et al. 2017).

Participants in the focus group spent approximately an hour discussing topics in both Chinese and English in Hong Kong. The meeting was documented on paper to facilitate further study. To identify the purchase intention of online shopping, especially for watches, non-rigorous questions were used during the focus group session.

3.5 Questionnaire Survey Method

Snowball sampling will be used in the study, and statistical bias may occur. A survey is distributed on a google form to online consumers who matched with the target population, an online self-administered questionnaire (de Leeuw and Hox, 2008) will be used to collect data for this study.

Identifying specific questions relevant to the research objectives in survey design is essential. The impact of online purchase intention on watch purchases requires a more comprehensive assessment of customer satisfaction. Several questions must be answered, each representing a different level of satisfaction (de Leeuw and Hox, 2008).

Figure 7. Illustrate the sample of the Likert scale (Joshi et al. 2015, p.397).of the questionnaire going to be set.



Source: Created by author.

The questionnaire consists of two parts. An overview of general demographic data, including gender and age, is presented first. Next, the study examines the factors influencing the intention to purchase watches online.

Effective research requires appropriate data collection to achieve high-quality results in a final study. It is necessary to perform a preliminary analysis before proceeding with the main examination. The pilot study is the initial stage of the study process. The preliminary investigation will be developed and amended as part of the pilot test (In, 2017).

Considering the target sample for the final study is 385, this pilot study will involve 30 consumers who have made online purchases. The objective of this pilot study was to examine questionnaire design, descriptions, accuracy, sequence, and primary goals.

3.6 Final Survey

Table 13: Final Survey.

			Items measuring online shopping variables	Type of data	Adopted from	
			Perceived benefits			
PB1	Target	Independent	Online shopping allows me to shop in the privacy of my home or office.	6 - point Likert scale (Joshi et al. 2015, p.397).	(Al-Debei and Akroush, 2015)	
PB2			Online shopping allows me to make purchases at any time and from anywhere.		(Al-Debei and Akroush, 2015)	
PB3			Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.		(Al-Debei and Akroush, 2015)	
			Website content			
WC1			A website whose internal navigation is convenient and meets my needs is important.		(Al-Debei and Akroush, 2015)	
WC2			The ordering process used by the site is simple and essential for online shopping.		(Al-Debei and Akroush, 2015)	
WC3			It is essential for online shopping to have a fast-loading website.		(Al-Debei and Akroush, 2015)	
WC4			Search capability on a website (including keyword, website, service, and product optimisation).		(Al-Debei and Akroush, 2015)	
WC5			Finding the desired products on a website with the least effort.		(Al-Debei and Akroush, 2015)	
WC6			A website is visually pleasing.		(Torres, 2021)	
WC7			A website is visually appealing.		(Torres, 2021)	
WC8			It would be easy for me to become proficient at using.		(Torres, 2021)	
			E-word of mouth (eWOM)			
eWOM1			It is common for me to read online testimonials for products purchased online.		(Al-Debei et al., 2015)	
eWOM2			I have only read positive feedback about the website I am considering purchasing.		(Al-Debei et al., 2015)	
eWOM3			Positive reviews of a product when considering online purchases.		(Al-Debei et al., 2015)	
eWOM4			When considering an online purchase, recommendations from social media are important (e.g. Facebook, Instagram or others).		(Al-Debei et al., 2015)	
eWOM5			It gives me additional confidence to purchase a product when I read online reviews and recommendations from other consumers.		(Al-Debei et al., 2015)	
			Hedonic Features			
HF1			When I buy a product, I look for the most attractive design to make me feel confident.		(Mazumder and Sanyal, 2022).	
HF2			Knowing the opinions of others regarding such product before buying is imperative.		(Mazumder and Sanyal, 2022).	
HF3			I am satisfied with the item I purchased because it is superior to others.		(Mazumder and Sanyal, 2022).	
HF4			My personality must be reflected in the items I purchase to look aesthetically pleasing.		(Mazumder and Sanyal, 2022).	
HF5			Shopping for watches online should be a pleasant experience for me.		(Al-Debei and Al-Lozi, 2014)	
HF6			Purchasing watches online should be a fun experience for me.		(Al-Debei and Al-Lozi, 2014)	
HF7			It would be a pleasure to purchase watches online.		(Al-Debei and Al-Lozi, 2014)	
HF8			I feel comfortable buying watches online.		(Al-Debei and Al-Lozi, 2014)	
			Trust			
TR1			Shopping online is a safe and secure process.		(Al-Debei and Akroush, 2015)	
TR2			My personal information will be protected when I shop online.		(Al-Debei and Akroush, 2015)	
TR3			With digital certificates, I am confident that online purchases are secure.		(Al-Debei and Akroush, 2015)	
TR4			I trust online shopping will not sell my personal information (e.g. e-mail, phone number or name) to others for commercial use.		(Al-Debei and Akroush, 2015)	
TR5			It gives me a sense of trust when I shop online.		(Torres Arez, 2021)	
TR6			My confidence in the website's reliability is increased if it provides sufficient information about the company's history.		(Torres Arez, 2021)	
			Customer/Consumer Behaviours			
CB1			Online shopping is more convenient than shopping in a physical store.		(Al-Debei and Akroush, 2015)	
CB2			Shopping online is a pleasant experience.		(Al-Debei and Akroush, 2015)	
CB3			Ask others about what KOL are recommending or presenting on social media is essential.		(Bu and Parkinson, 2022)	
CB4			Identifying KOLs who recommend or present products or services is essential.		(Bu and Parkinson, 2022)	
CB5			Observing how others interact with KOL recommendations or information presented by them is crucial.		(Bu and Parkinson, 2022)	
CB6			Use social media to share relevant information based on recommendations from KOLs (e.g. retweet or share the watch they recommend on your account).		(Bu and Parkinson, 2022)	
CB7			Assist the KOL in fulfilling his or her social media responsibilities by providing the necessary information.		(Bu and Parkinson, 2022)	
CB8			KOL recommendations should be considered when I want to buy a watch.		(Bu and Parkinson, 2022)	
			Online Purchase Intention			
OP1	Dependent	Are you likely to consider purchasing a watch in the near future?	(Torres, 2021)			
OP2		Would you be likely to visit a watch website before making a purchase?	(Torres, 2021)			
OP3		Do you think watch can be purchased online?	(Torres, 2021)			
OP4		Do you think it would be a good idea to purchase watches from an online retailer?	(Torres, 2021)			
OP5		In the future, are you likely to purchase a watch from an online shop?	(Torres, 2021)			
OP6		In general, I would follow recommendations from brands made by their KOLs.	(Bu and Parkinson, 2022)			
OP7		The brands recommended by KOLs would be my first choice.	(Bu and Parkinson, 2022)			
OP8		In the future, I will purchase watches from brands recommended by the KOLs that I follow.	(Bu and Parkinson, 2022)			
			Demographic Factors			
DF1	Classification Question	Age.	Categorical Data (Agresti, 2003).	(Tengilimoglu and Hassan, 2020)		
DF2		Gender		(Tengilimoglu and Hassan, 2020)		

Source: Created by Author.

3.6.1 Target Population

The target Population is determined by pre-existing factors evaluated in the research (Cole and Stuart, 2010). This research targets potential watch buyers who purchase watches online. In 2022, (Statista, 2022) recorded that 3.2 million people used online shopping (Appendix B).

3.6.2 Sampling Method

In this research, following approval of the pilot test, scholarly articles and journals are reviewed to conduct a systematic and informative analysis of the snowball sampling method (Naderifar and Hamideh, 2017) Individuals were provided with extensive questionnaires.

3.6.3 Sampling Size

Statista (2022) shows that (N) 3.2 million people purchased goods online in 2022. The critical z-score (Z) value is 1.96 when using a 95 % confidence level for standard deviations. The uncorrected p-value (p) associated with a 95 % confidence level (e) is 0.05, a successful rate. $P = 1/2$, and the Failure rate (q) is 0.5. Hence, n is 385 for the sample size (Chirayath, 2005) in this research (Appendix C).

3.7 Data Analysis Techniques

This research used SPSS version 29 to determine population data, the reliability test, factor analysis, correlation analysis, simple and multiple regression analysis, independent T-test, and one-way ANOVA test (Park, 2003).

3.8 Research Method Limitations

The research has some limitations, including no previous studies have examined online purchase intentions in the watch industry. Consumers currently purchase or consider purchasing watches are mainly smartwatches (Reeder and David, 2016). It is the barrier to this research; prior research on online shopping watches is minimal, not limited to Hong Kong. It could not locate many journal articles relevant to the research problem; this is likely a result of the fact that consumers prefer to buy traditional timepieces in retail stores.

Secondly, this study utilized the snowball methodology (Naderifar and Hamideh, 2017). Chain referrals are non-probability samples obtained from outside a predetermined population using a predetermined procedure. The outcome may be affected.

3.9 Research Ethics

Data integrity was respected in this research project, and the data provided was used exclusively for this research/dissertation. Due to the confidentiality of interviewers' personal information, this project does not reveal any individually identifiable information such as names, organisations, or professional backgrounds.

2509 words

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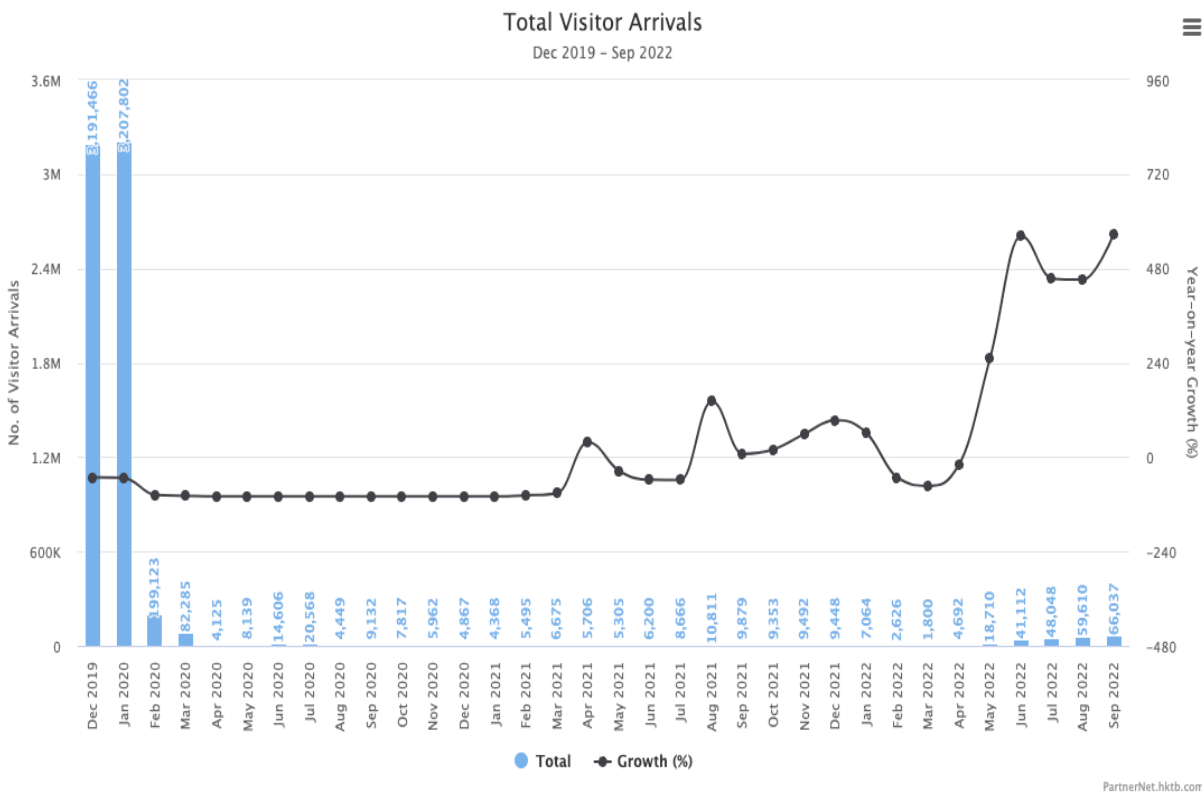
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Appendices:

Appendix A

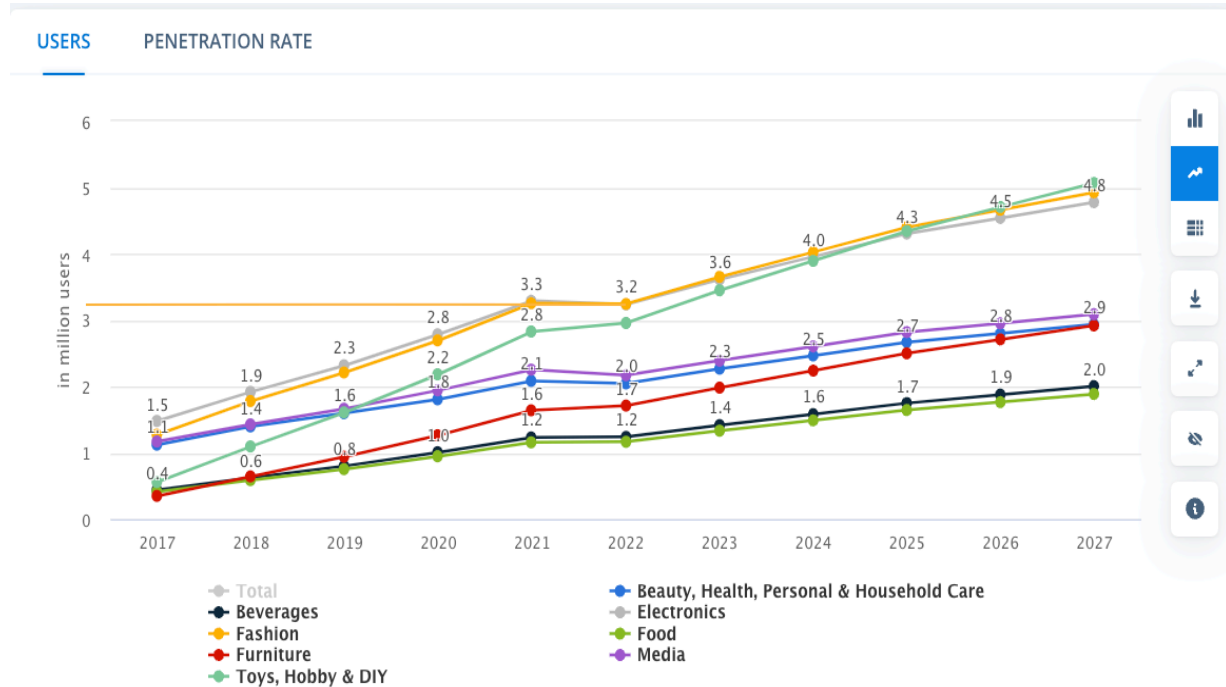
Appendix A shows the total visitor arrival from Dec 2019 to Sep 2019.



Source: Partner Net, 2022.

Appendix B

Appendix B shows the total online users between 2017 to 2022 and the forecast from 2023 to Sep 2027.



Most recent update: Nov 2022

Source: Statista, 2022

Appendix C

$$\begin{aligned}
 n &= \frac{N \left(\frac{z}{e} \right)^2 pq}{N - 1 + \left(\frac{z}{e} \right)^2 pq} \\
 &= \frac{3,200,000 \times \frac{3.8416}{0.0025} \times 0.5000 \times 0.5000}{3,200,383} \\
 &= 0.9999 \times 384 \\
 &= 385 \quad \text{at least sample size}
 \end{aligned}$$

Source: Chirayath, 2005

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:	WOO KA CHEONG MIKE			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	HKMA			
4	Campus:				
5	E-mail address:	2123229@student.uwtsd.ac.uk			
6	Contact Telephone Number:	(852) 5137-2727			
For students:					

7	Student Number:	2123229
8	Programme of Study:	MBA
9	Director of Studies/Supervisor:	Dr Mo, Wing Ying, Katherine

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): <i>Approval in principle must be obtained from the relevant source prior to seeking ethical approval</i>	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:	A research on the perceived benefit, website content; eWOM; hedonic features and customer behaviours involved in consumer online purchase intentions in the watch industry: a Hong Kong context.		
2	Proposed start date:	17th Nov 2022	Proposed end date:	12 th Dec 2022
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>			
3	Purpose of Research Activity After the Covid-19 pandemic hit Hong Kong, people had to change their lifestyles. In March 2020, citizens were not permitted to dine in the evening; also, most entertainment venues had to close; and people had to reduce their outdoor activities. Therefore, spending habits have changed, and people are used to purchasing goods on mobile phones or via the web. Merchandises can also be delivered directly to homes or picked up at a pick-up location. Consequently, online shopping has become a daily life, especially for fast-moving consumer goods. The vaccination rate had increased; 82% of citizens had taken their third dose (HKSAR, 2022 xxx). and the economy was gradually recovering, but the retail market still had a long way to go. Since the government introduced the "leave home safe" application, the mobile phone has become an essential item for everyone. Nowadays, brands have changed advertising campaigns radically because of the impact of the pandemic. As part of the redesigned strategy, digital marketing has become a focal point. The watch industry must study this issue carefully to confront this trending norm, which factors affect the potential buyers to purchase online?			



	<i>However, insufficient research in this area in the watch industry has been examined. Therefore, I would like to use this study to investigate whether these factors can positively influence the sector's growth.</i> (this box should expand as you type)
4	Research Question This research examines the following research problems/questions: - Do <i>Perceived Benefits</i> have a significant impact on consumers' intentions to make an <i>Online Purchase in Hong Kong</i>? - Do <i>Website Content</i> and <i>eWOM</i> influence <i>Online Purchase Intentions</i> for watches in Hong Kong based on customer trust? - Do <i>Customer/Consumer Behaviours</i> significantly influence consumers' <i>Online Purchase Intentions</i> for watches in Hong Kong? - Are <i>Age and Gender</i> significant in influencing the <i>Online Purchase Intentions</i> of Hong Kong consumers for watches? - Develop hypotheses regarding the factors influencing consumers' <i>Online Purchase Intentions</i> for watches in Hong Kong. (this box should expand as you type)
5	Aims of Research Activity Since entry restrictions hammered the tourism-driven retail industry in COVID-19, watch and jewellery sales have suffered grievously. The watch industry must find a way to restore its business. In the past decade, digital marketing and online shopping have become the new norms. Despite this, the habit of purchasing watches over the Internet is still sporadic. This study aims to understand customers' online purchase intentions through the variables essential to surviving this challenging period in the watch industry in Hong Kong. (this box should expand as you type)
6	Objectives of Research Activity Since entry restrictions hammered the tourism-driven retail industry in COVID-19, watch and jewellery sales have suffered grievously. The watch industry must find a way to restore its business. In the past decade, digital marketing and online shopping have become the new norms. Despite this, the habit of purchasing watches over the Internet is still sporadic. This study aims to understand customers' online purchase intentions through the variables essential to surviving this challenging period in the watch industry in Hong Kong. (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	Snowball sampling will be used in the study, and statistical bias may occur. A survey is presented on a google forms distributed to online consumers who matched with target population, an online self-administered questionnaire (De Leeuw, Hox, & Dillman, 2008). will be used to collect data for this study. Identifying specific questions relevant to the research objectives in survey design is essential. The impact of online purchase intention on watch purchases requires a more comprehensive assessment of customer satisfaction. Several questions must be answered, each representing a different level of satisfaction. (De Leeuw, Hox, & Dillman, 2008). Figure 7. Illustrate the sample of Likert scale (Joshi, Kale & Chandel, et al., 2015) of the questionnaire are going to set.



How satisfied are you with *

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Purchase	☐	☐	☐	☐	☒
Service	☐	☐	☐	☒	☐
Company Overall	☐	☐	☐	☐	☒

Source: Created by author.

The questionnaire consists of two parts. An overview of general demographic data, including gender and age, is presented first. Next, the study examines the factors influencing the intention to purchase watches online.

Effective research requires appropriate data collection to achieve high-quality results in a final study. It is necessary to perform a preliminary analysis before proceeding with the main study. The pilot study is the initial stage of the study process. The main study will be developed and amended as part of the pilot test (In, 2017).

Considering the target sample for the final study is 385, this pilot study will involve 30 consumers who have made online purchases. The objective of this pilot study was to examine questionnaire design, descriptions, accuracy, sequence, and primary objectives.

(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

Yes, I understood.

(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:		
	N/A		

(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 (this box should expand as you type)
11	Who will the participants be?	Friends and fellows. Online friends Research participants on social media. (e.g., Facebook). Professionals in the watch industry. (this box should expand as you type)
12	How will you identify the participants?	

	Leverage my network. Reach out to online communities. Find research participants on social media. Interview with professionals in the watch industry <i>(this box should expand as you type)</i>
--	--

	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			
	N/A <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			
	N/A <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?	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: 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			
	Risk to the investigator: N/A <i>(this box should expand as you type)</i>	How you will mitigate the risk to the investigator: 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.	N/A		

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	The following survey is study toward customer online satisfaction and purchasing intention during COVID-19 pandemic in Hong Kong, all the collected data will be only use for research purpose and will delete after the research is complete. Your assistance will be highly appreciated, your responses will be kept strictly confidential, and you stay anonymous. And you are allowed to withdraw any time. Data integrity was respected in this research project, and the data provided was used exclusively for this research/dissertation. To ensure the privacy of the interviewers' personal information, this project does not disclose any individually identifiable information needed for focus group interviews, such as names, organizations, and professional information. <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.
	The following survey is study toward customer online satisfaction and purchasing intention during COVID-19 pandemic in Hong Kong, all the collected data will be only use for research purpose and will delete after the research is complete. Your assistance will be highly appreciated, your responses will be kept strictly confidential, and you stay anonymous. And you are allowed to withdraw any time. Data integrity was respected in this research project, and the data provided was used exclusively for this research/dissertation. To ensure the privacy of the interviewers' personal information, this project does not disclose any individually identifiable information needed for focus group interviews, such as names, organizations, and professional information. <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.
	The following survey is study toward customer online satisfaction and purchasing intention during COVID-19 pandemic in Hong Kong, all the collected data will be only use for research purpose and will delete after the research is complete. Your assistance will be highly appreciated, your responses will be kept strictly confidential, and you stay anonymous. And you are allowed to withdraw any time. Data integrity was respected in this research project, and the data provided was used exclusively for this research/dissertation. To ensure the privacy of the interviewers' personal information, this project does not disclose any individually identifiable information needed for focus group interviews, such as names, organizations, and professional information. <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	☐	☒



	<i>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.</i>		
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	N/A <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	N/A <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:		
	N/A <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:		
	N/A <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:		
	N/A <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.uwt.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.uwt.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.uwt.ac.uk/research/research-ethics/			
1	Signature of applicant:	K.C. Woo	Date: 08 DEC 2022

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr. Katherine Mo	Date:
3	Signature:	KMo	8 Dec 2022

For STAFF Submissions:

4	Academic Director/ Assistant Dean:		Date:
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5	Signature:		
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Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

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

RESEARCH STUDENTS ONLY

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

RESEARCH STAFF ONLY

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

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