

University of Wales Trinity Saint David

Master of Business Administration

Proposal Initial Document:

**A Study on Purchase Intention of Electric Vehicles with
The Base of Theory of Planned Behavior**

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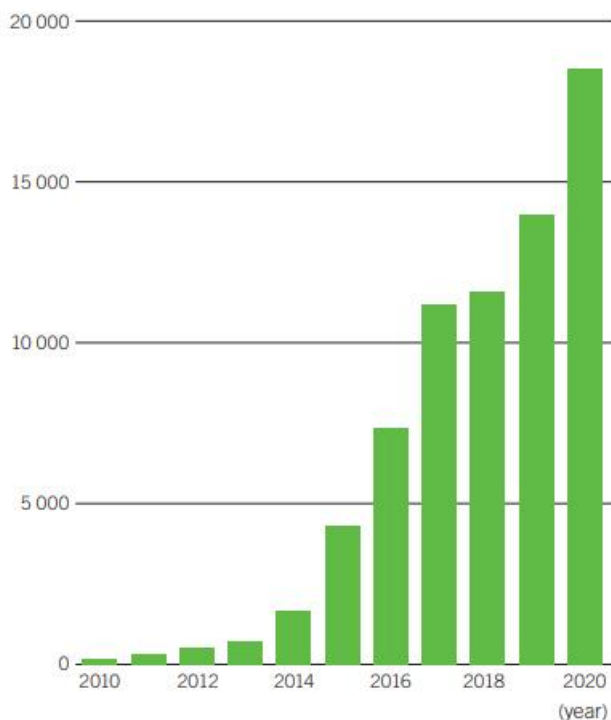
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CHAPTER 1

1. Introduction

Electric vehicle (EVs) is referring to an automobile propelled by one or more electric motors which is using batteries as the sole or collated energy. It is a substitute of traditional internal combustion engine vehicles which are powered by hydrocarbon fuels. In 2010, there were about 180 EVs in Hong Kong (0.1% of all new private cars) but grew more than 100 times to 18,500 (12.4% of newly registered private cars) in 2020 (HKSAR Environment Bureau , 2021). While the growth indicates the acceptance of EVs among Hong Kong public is increasing in last decade, EVs remains a minority in Hong Kong private car market. The technology of EVs is more mature, the HK government's financial incentives and the growing concerns of air pollution and climate change are some reasons behind the growth. However, lack of charging facilities, tough demand of battery capacity due to the hilly, hot and humid environment in Hong Kong and highly well-developed public transport network are the challenges for EVs to expand the market share of Hong Kong Private car market.

Figure 1: Number of Evs in Hong Kong in 2010 -2020

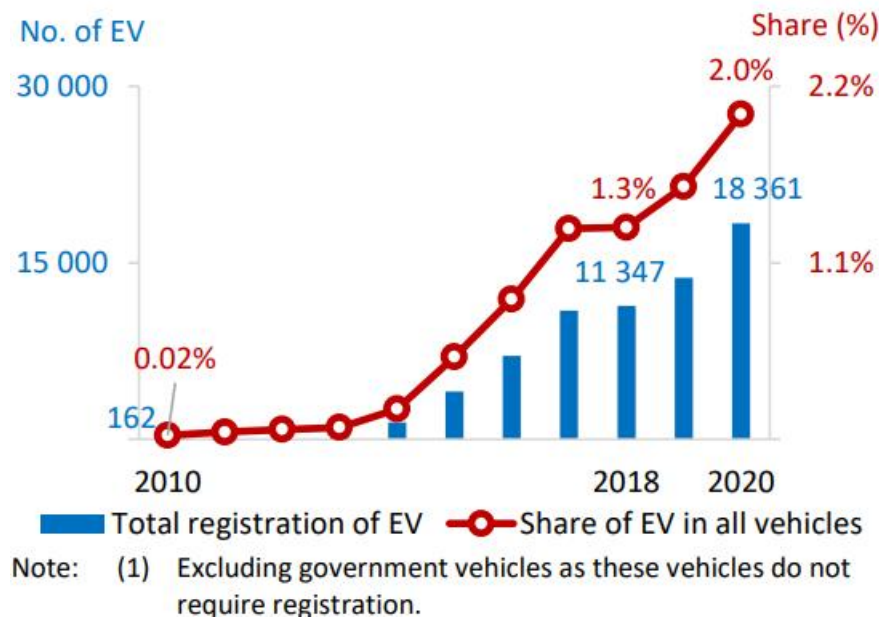


HKSAR Environment Bureau (2021)

2. Research background and motivation

According to United States Department of Energy (2022), one typical vehicle using hydrocarbon fuels would produce 5 to 9 greenhouse gases, carbon dioxide mostly, every year which is the main contributor to the global warming. As typical vehicles are still dominating the automobiles market globally that 1.4 billion tons of greenhouse gases were released into atmosphere in one year only by vehicles in one country in United States. Global warming derives a series of problems including extreme rainfall, rise of sea level, spread of disease, reduction of agricultural production and loss of environmental and ecological balance (HKSAR Environmental Protection Department, 2022) . The change of temperature accelerated dramatically in last decades and burning of fossil fuels is the main reason behind. With the raising concern of the global warming, worldwide governments including Hong Kong strongly promote electric vehicles to replace conventional vehicles to reduce gas emissions. Offering first registration tax (FRT) concessions for EVs is a major measure by HK government to drive the private car owners to choose EVs instead of conventional vehicles. The ultimate goal is to attain zero vehicular emissions before 2050. No difference with the rest of the world, EVs are still only the minority in the automobile market in Hong Kong (Figure 2) although the significant raise in last few years. With the raising concern on the environmental impact from greenhouse gas emission, mature technology development of EVs, strong incentive provided by government, it is justified to conduct a full analysis and evaluation on how the dependant variables including subjective norms, environmental concern, product knowledge and brand image would impact the purchase intention of Hong Kong consumers to buy electric vehicles.

Figure 2: Electric Vehicles in Hong Kong, 2010-2020



Source: Research Office, Legislative Council Secretariat (2021)

3. Research questions

With the research background, the study would address the questions of the Hong Kong consumers' purchase intention of electric vehicle as following:

1. How the four factors which are subjective norms, product knowledge, environmental concern and brand image would affect the Hong Kong consumer's purchase intention to buy EVs?
2. What is the correlation between these four factors (subjective norms, product knowledge, environmental concern and brand image) and the purchase intention to influence consumers in Hong Kong to purchase EVs?
3. Based on the four factors would influence the purchase intention of consumers in Hong Kong on buying EVs, what recommendations could be made?

4. Research Aims

The aim of this study is to examine the behaviour of consumer on the purchase intention of buying EVs. By using theoretical basis, the four factors and purchase intention will be analyzed to understand the purchase intention of EVs better.

5. Research Objectives

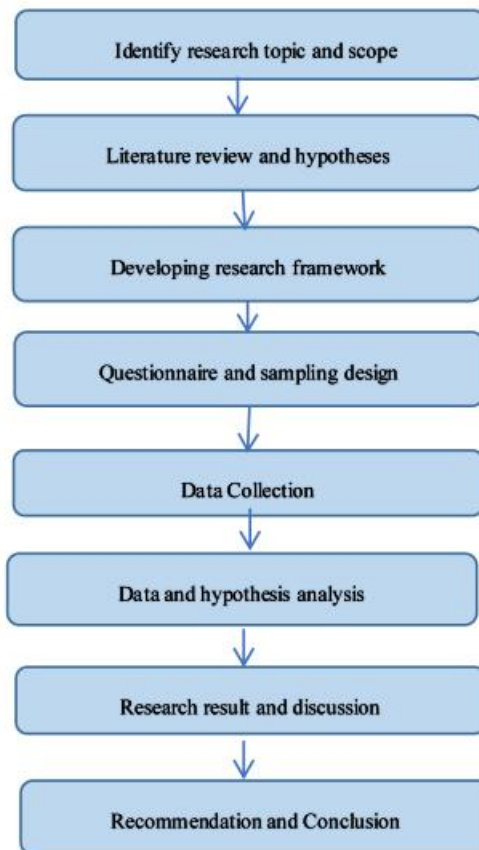
With the research background and questions, the research objectives are:

1. By examining the subject norms of consumers' belief of the influence from the mainstream value and how behavior would be influenced by someone's value.
2. The consumers' consumption behavior to be influenced by the level of product knowledge
3. The purchase intention of consumers affected by the awareness of environmental concern
4. The influence of consumers' purchase intention comes from brand image.

6. Research Flow

The study starts by identifying the topic of research which is produced from literature review. The next step is to build the framework of research including the hypotheses, independent and dependent variables. Examines the correlation among the variables. Then the research will be conducted by quantitative and qualitative approaches. The quantitative approach is by inviting consumers in Hong Kong to conduct 384 questionnaires which the sample size was calculated by population dispersion estimation. The qualitative approach is through focus group interview and discussion to generate evaluation of the purchase intention on EVs. Both approaches would be based on the data and hypotheses analysis on descriptive statistics, correlation test, regression model and reliability test. At the end, research limitation, recommendations and conclusions will be provided.

Figure 3: The research flow chart



CHAPTER 2

2. Literature Review

This chapter will explain the correlation between the purchase intention and four factors (subjective norms, product knowledge, environmental concern and brand image) based on the definitions from established scholars and researches. Demonstrating different theories and perspectives, quoting research results to support the explanation of the factors.

2.1 Subjective norms

The definition of Subjective Norms is the influence of someone's behavior or decision from others' perceived expectations (Ajzen, 1991). It is also defined as a norm isolated from the conscience of human and inner elements (Sumaryono, 2012). Subject Norms are views an individual would consider as important and would give advice to another to perform a certain action or not. While the value and mindset behind the decision are also regarded as important (Wedayanti & Giantari, 2016)

2.2 Product knowledge

Product knowledge is referring to the products and information awareness of consumers according to Wang and Hazen (2014). The purchase decision of consumer would be influenced by the level of product knowledge. Consumers could evaluate the attributes and quality of the products if having higher product knowledge level.

2.3 Environmental concern

The measure of an someone's attitudes towards the environment is Environmental concern. It would arose the consumers' awareness of the consequences on environment by purchasing certain product though it may not influence the purchase intention of an individual directly (Newton et al. 2015). For green products particularly, It plays a key role in someone's purchase intention and it is an important indicator to forecast the purchase behavior of consumers (Lee, 2008)

2.4 Brand image

Brand image is referring to the consumers' perception of a particular brand. According to Kotler (2001), It contains a basket of impression, beliefs and ideas held by an individual on an object. Consumers would accept and remember a brand with positive image. It would influence a consumer to purchase such service or product with positive image (Finanto et al 2014). Brand image would influence the satisfaction and loyalty of consumer as well according to Zhang (2015)

2.5 Purchase intention

Purchase intention is one of the main predictors of human behavior (Fishbein and Ajzen, 1997). Some major theories, such as Theory of Planned Behavior (TPB), used by social psychology to predict human behavior are also used to determine what factors would influence people's purchase intention. TPB is proved to be very effective to predict many different elements of human behavior. Purchase intention is referring to the plans to buy a certain service or product according to Edi (2011). The analysis of consumers' intention could predict whose behavior as the intention of consumers provides the strongest determinant of the behavior. This relationship is critical to understand the consumers' actual behavior.

CHAPTER 3

3. Research methodology

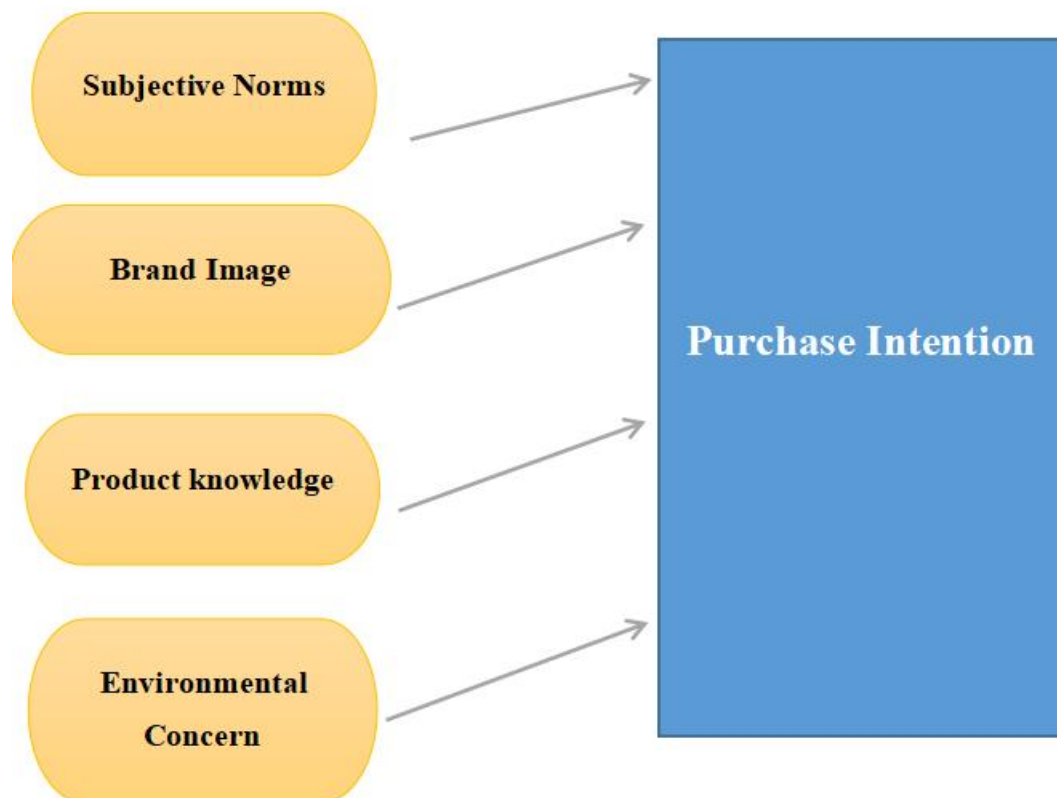
After the discussion and the purposes of research above, this research is based on the subjective norms, product knowledge, environmental concern and brand image towards the purchase intention as the research methodology.

3.1 Hypothesis and Research Model

A research framework (Figure 4) is developed to illustrate the impact of subject norms, product knowledge, environmental concern and brand image towards the purchase intention of Electric Vehicles.

Figure 4: Research Model

The Theory of Planned Behavior



3.2 Research data

In order to achieve the study objective, the study would apply the literature reviews of four factors (subjective norms, product knowledge, environmental concern and brand image in the studies of consumers' behavior which are also factors would influence the purchase intention of EVs.

3.3 Design of Questionnaires

Based on the research framework in figure 4, the research questionnaire would contain 30 questions. The questionnaire would be conducted in English. The questionnaire would set Hong Kong people who are aged 30-65 as the target audience. It would be separated into 2 parts: The first part would be multiple choices of answer regarding demographic characteristics such as gender, marital status, income level and age etc. The second part contains questions about 4 independent variables: subjective norms, environmental concern, product knowledge and brand image. "5-point Likert scale" will be used as measure, ranking from strongly disagree (1) to strongly agree (7).

3.4 Data Analysis

To achieve the study objective and test the hypothesis, statistical techniques will be used. The research will apply Social Sciences (SPSS) software version 22.0 which is a well-established tool by researchers of social science study, will be adopted to analyse the data collected.

3.4.1 Reliability Test

To assess the consistency of the data for the research, Reliability Test will be applied to check the conformity of the data collected. The acceptable level of reliability level is α of 0.6-0.7 according to the rule generally accepted. 0.8 or above is a promising level while higher than 0.95 is an indicator of possible redundant according to Netemeyer & Cudeck (2001)

3.4.2 Correlation Analysis

To analyse the correlation of 2 variables and they would impact on each other, correlation analysis will be applied. This tool is widely used to analyse the quantitative data of different research methods to draw out the trends and patterns.

3.4.3 Regression on Analysis

In order to access how dependent variable is influenced by independent variable(s), the study would adopt the Simple Linear Regression. This tool would be used to evaluate the connection between the dependant variable (purchase intention) and independent variables (subjective norm, environmental concern, product knowledge and brand image, It would examine how strong the influence of those factors on the the intention to buy EVs.

4. Research limitations

To ensure the research to be completed, clear, logical and objective is the main objective of the whole research process, there are some limitation due to the operation cost and constraint of time. The 4 independent variables may not be discussed or covered completely by the focus group as the different exposures and personal experiences of the members. Moreover, except these 4 selected factors, there is also impact on the dependant variable (purchase intention) that are not covered and studied in this research. The geographic location of the study is set in Hong Kong while the result may be varied if extended to other location or global.

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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:	CHUNG CHUN PONG JAMES			
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:	University of Wales Trinity Saint David / HKMA			
4	Campus:	Hong Kong			
5	E-mail address:	Jameschungcp10@gmail.com			
6	Contact Telephone Number:	(852) 9229 9496			
For students:					

7	Student Number:	2123147
8	Programme of Study:	Master of Business Administration
9	Director of Studies/Supervisor:	Dr. Arion 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): <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	[List any other relevant documents here] ☐

SECTION D: External Collaborative Research Activity

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

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

9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐
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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 Study on Purchase Intention of Electric Vehicles		
2	Proposed start date:	1 st Nov 2022	Proposed end date:	28 th April 2023
3	Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how <u>Existing Research</u> has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>			
	Purpose of Research Activity According to United States Department of Energy (2022), one typical vehicle using hydrocarbon fuels would produce 5 to 9 greenhouse gases, carbon dioxide mostly, every year which is the main contributor to the global warming. As typical vehicles are still dominating the automobiles market globally that 1.4 billion tons of greenhouse gases were released into atmosphere in one year only by vehicles in one country in United States. Global warming derives a series of problems including extreme rainfall, rise of sea level, spread of disease, reduction of agricultural production and loss of environmental and ecological balance (HKSAR Environmental Protection Department, 2022). The change of temperature accelerated dramatically in last decades and burning of fossil fuels is the main reason behind. With the raising concern of the global warming, worldwide governments including Hong Kong strongly promote electric vehicles to replace conventional vehicles to reduce gas emissions. Offering first registration tax (FRT) concessions for EVs is a major measure by HK government to drive the private car owners to choose EVs instead of conventional vehicles. The ultimate goal is to attain zero vehicular emissions before 2050. No difference with the rest of the world, EVs are still only the minority in the automobile market in Hong Kong (Figure 2) although the significant raise in last few years. With the raising concern on the environmental impact from greenhouse gas emission, mature technology development of EVs, strong incentive provided by government, it is justified to conduct a full analysis and evaluation on how the dependant variables including subjective norms, environmental concern, product knowledge and brand image would impact the purchase intention of Hong Kong consumers to buy electric vehicles. (this box should expand as you type)			

4	Research Question With the research background, the study would address the questions of the Hong Kong consumers' purchase intention of electric vehicle as following: - How the four factors which are subjective norms, product knowledge, environmental concern and brand image would affect the Hong Kong consumer's purchase intention to buy EVs? - What is the correlation between these four factors (subjective norms, product knowledge, environmental concern and brand image) and the purchase intention to influence consumers in Hong Kong to purchase EVs? - Based on the four factors would influence the purchase intention of consumers in Hong Kong on buying EVs, what recommendations could be made? (this box should expand as you type)
5	Aims of Research Activity The aim of this study is to examine the behaviour of consumer on the purchase intention of buying EVs. By using theoretical basis, the four factors and purchase intention will be analyzed to understand the purchase intention of EVs better. (this box should expand as you type)
6	Objectives of Research Activity With the research background and questions, the research objectives are: - By examining the subject norms of consumers' belief of the influence from the mainstream value and how behavior would be influenced by someone's value. - The consumers' consumption behavior to be influenced by the level of product knowledge - The purchase intention of consumers affected by the awareness of environmental concern - The influence of consumers' purchase intention comes from brand image. (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	The study starts by identifying the topic of research which is produced from literature review. The next step is to build the framework of research including the hypotheses, independent and dependent variables. Examines the correlation among the variables. Then the research will be conducted by quantitative and qualitative approaches. The quantitative approach is by inviting consumers in Hong Kong to conduct 384 questionnaires which the sample size was calculated by population dispersion estimation. The qualitative approach is through focus group interview and discussion to generate evaluation of the purchase intention on EVs. Both approaches would be based on the data and

	hypotheses analysis on descriptive statistics, correlation test, regression model and reliability test. At the end, research limitation, recommendations and conclusions will be provided. (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 handling on the data collection from the survey would be following personal data (privacy) ordinance "PDPO". Data collected would be solely for the research analysis purpose. It won't be used excessive for other purpose. After the research completion, data would be erased accordingly (PCPD HK, 2012). (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)
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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? 384 (this box should expand as you type)
11	Who will the participants be? Distributed by using researcher network and then randomly distributed to the target audience based on snowball effect (this box should expand as you type)
12	How will you identify the participants? Distributed by using researcher network and then randomly distributed to the target audience based on snowball effect (this box should expand as you type)

Information for participants:		YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☒	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☒
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☒	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐

21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
22	If NO to any of above questions, please give an explanation			
	(this box should expand as you type)			

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

SECTION H: Anticipated Risks

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

	(this box should expand as you type)	(this box should expand as you type)
5	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: No (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: No (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)

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

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when? The deadline will be verbally provided immediately after the interview their data will be treated with full confidential (this box should expand as you type)
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation. Consent will be explained verbally before inviting the participants for interview as well as before the interviews starts (this box should expand as you type)
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case. No personal data will be collected during the research activity (this box should expand as you type)

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	(this box should expand as you type)		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes).	☐	☒
	If YES, provide a description of the special category data and explain why this data needs to be collected:		
4	(this box should expand as you type)		

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☒
6	University computers?	☐	☒
7	Private company computers?	☐	☒
8	Home or other personal computers?	☒	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
10	"Cloud" storage or websites?	☒	☐
11	Other – specify:	☐	☒
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	N/A		
	(this box should expand as you type)		

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

13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☒	☐
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate): Download data in Excel file from google form and then transfer the data to SPSS for data analysis Used of personal emails and mobile phone numbers to send out the questionnaires <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity: Only to 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: Only to myself <i>(this box should expand as you type)</i>		
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not. No personal data will be stored. All data involved in this activity will be shredded and deleted upon the research completion <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. (Most relevant to academic staff) 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: 15 Dec 2022

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr Arion WONG	Date:
3	Signature:		

For STAFF Submissions:

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

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

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

RESEARCH STUDENTS ONLY

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

RESEARCH STAFF ONLY

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.