

Module: Identity and Approaches to Applied Business Research

Module Code: BMDM7001

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Assignment 1: Research Proposal

Title of Research

Customer's behaviour towards ordering Chinese takeaway in the UK
impacted by the 21st-century disruptive technology.

Assignment 1

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Section 1

1. My past educational studies and training experiences

I have lacked self-confidence and struggled with my study in the DBA programme since it has been more than twenty years when I completed my Master of Business Administration in 2001. My past educational studies MBA and being a Chartered Manager and a Fellowship of Institute of Director with the learning of Continuing Professional Development (CPD) were more practical than academic, although I have been committed to lifelong CPD which could usefully be adopted by career practitioners to weather turbulent times for me (Rachel Mulvey. 2013), I still think that I lack research methods skills (Rose Wiles. 2009), and I lack an appropriate research method to find the truth which involved a complex theoretical or philosophical framework in my interesting topic of the research (K.Hammarberg, M. Kirkman, S. de Lacey 2016).

In the past several decades, I had been in the position of top management in a broad range of industries in Hong Kong, but current I have been over eighteen years in a very different industry, the Chinese takeaway industry, from the previous industry. I am aware of the Chinese takeaway has been stroked by disruptive technology (Vivica I Kraak. 2020) in the past years in the UK as we can see Chinese takeaways are coincidentally going to list on the triad online platforms such as Just Eat, Deliveroo and UberEATS.

2. Source consulted

2.1 What drove my intention on this research

Fuchsia Dumlop (2021) revealed that the first Chinese takeaway emerged in the UK after the postwar. Primarily, traditional Chinese takeaway in the UK is operated by a group of minority Chinese (GOV.UK 2018) families, which is operated in a traditional business model. In the past decade, technology platforms have been evolving and are becoming increasingly popular for customers to order a food takeaway via a web-based or food app ordering system. Ordering online is rapidly emerging to improve customer's experience and service every day (Anuji Pal Kapoor, Madhu Vij. 2018). The two extreme aspects of the constantly evolving technology and the rapid growth of ordering online has the potential to greatly disrupt traditional Chinese takeaway in the industry, therefore I will investigate the causes and the impacts.

2.2 My research topic

My research topic is to understand whether "Customers' behaviour towards ordering Chinese takeaway in the UK impacted by the disruptive technology in the 21st century" completely reflects the reality truthfully. I will explore my research in the correlation to the customers' behaviour and disruptive technology in the 21st century which was different from the previous research investigating smart technology on customer dynamics and customer experience (Pantea Foroudi, Suraksha Gupta, Utthayasankar Sivarajah, Amanda. 2018).

2.3 Research source consulted

In the past ten years, I have updated my know-how within the catering industry and hospitality with "The Sauce sponsor by Just Eat" quarterly magazines, CEBR and Springboard.

Some of which are prepared by commercial researcher agencies covering a variety of cuisines for the whole catering industry, and statistic data providers (Statista. 2021). As a Chinese takeaway business operate, my research will focus on customer behaviour influenced by technology towards ordering Chinese cuisine that was not specifically covered in the previous research.

2.4 Ontology of my belief

Academic research for “Customers’ behaviour” covering an extensive range conducted by scholars, which nevertheless that research was only to explore the “Customers’ behaviour” in generally paradigm where excluded “customers’ behaviour ordering Chinese takeaway”, particularly most of research explored “customers’ behaviour” (Isabelle Szmigin & Maria Piacentini. 2015) and focus on “the 21st century customer” (Virgina Valentine, Wendy Gordon.2000) and some research explored the “Globalization of Chinese Food” (David Y. H. Wu and Sidney C. H. Cheung. 2002).

2.5 Epistemology to fill the knowledge gap in the research

Kaveh Peighambari, Setayesh Sattari, Arash Kordestani, and Pejvak Oghazi. (2016). An article is an synthesis research “Analyses a synthesis of recent scholar research on customer behaviour literature” analysis the recent scholar research in the period of twelve years published in the five leading international journals, in which the literatures on customers’ behaviour ordering Chinese takeaway was not been investigated in total 2,915 scholar research and in total the identification phase yields a sample of 1,263 consumer behaviour articles (Table 1) in where “Customers’ behaviour on Chinese takeaway” excluded.

Table 1. Number of Total and Consumer Behavior Articles.

Year	Description	<i>Journal of Advertising</i>	<i>Journal of Advertising Research</i>	<i>Journal of Consumer Research</i>	<i>Journal of Marketing</i>	<i>Journal of Marketing Research</i>	All five journals
1998	Total	32	46	34	27	63	202
	Consumer behavior articles	11	13	20	6	16	66
1999	Total	24	49	33	48	58	212
	Consumer behavior articles	13	22	21	10	8	74
2000	Total	27	50	44	48	58	227
	Consumer behavior articles	12	26	33	6	14	91
2001	Total	29	52	59	42	61	243
	Consumer behavior articles	11	30	42	9	15	107
2002	Total	33	56	49	46	58	242
	Consumer behavior articles	11	9	34	11	17	82
2003	Total	30	41	47	35	47	200
	Consumer behavior articles	13	18	31	6	15	83
2004	Total	28	40	78	44	47	237
	Consumer behavior articles	14	12	52	15	14	107
2005	Total	37	41	60	52	47	237
	Consumer behavior articles	12	12	44	20	12	100
2006	Total	44	39	61	46	68	258
	Consumer behavior articles	17	20	46	18	17	118
2007	Total	46	50	52	55	63	266
	Consumer behavior articles	20	23	41	18	25	127
2008	Total	40	59	86	54	55	294
	Consumer behavior articles	19	27	71	18	17	152
2009	Total	34	56	82	61	64	297
	Consumer behavior articles	17	28	67	21	23	156
	Total	404	579	685	558	689	2,915
	Consumer behavior articles	170	240	502	158	193	1,263
	%	42.1	41.5	73.3	28.3	28	43.3

Table 1

Customer behaviour has been an area of major interest for social science researchers in the past decades (MacInnis, D. J., & Folkes, V. S. 2010 Kaveh Peighambari, Setayesh Sattari, Arash Kordestani, and Pejvak Oghazi. (2016) including the research paradigm “Foundation of Consumer Behaviour Analysis (Gordon R. Foxall. 2001)”, “Building and sustaining profitable customer loyalty for the 21st century (V. Kumar, Denish Shah 2004)”, “A Consumer-based Taxonomy of Digital Customer Engagement Practices (Anniek W. Eigenraan, Jiska Eelen, Arjen van Lin, Peter W.J. Verlegh. 2018)”, “How are organic food prices affecting consumer behaviour? A review.” (Manika Rodiger, Ulrich Hamm 2015), “Factors affecting non-green

consumer behaviour: an exploratory study among Chinese consumers. (Ai-zhong He, Tom Cai, Tian-xiang Deng, Xue Li. 2016)”, “Factors Influencing Customers Buying Behavior”. (Journal of Marketing and Consumer Research. 27, A. Ananda Kumar. 2016)”, “Food consumption when travelling abroad (Dorothy Ai-wan Yen, Benedetta Cappellini, Cheng Lu Wang, Bang Nguyen. 2018)”. Those are valuable research regarding customer behaviour and consumption to explore our new knowledge, however their research does not cover the area of customer behaviour ordering Chinese takeaway.

Seema Mehta, Tanjul Saxena, Neetu Purohit. (2020) identified the new consumer behaviour paradigm amid COVID-19 which is permanent or transient as a pandemic is not a usual consequence. Although it is an up-to-date research for investigating the current complex environment, customer behaviour ordering Chinese takeaway is continuously changing day by day not covered in the research.

Pantea Foroudi, Suraksha Gupta, Utthayasankar Sivarajah, Amanda. (2018) identified the smart technology effects customer dynamics, customer participation and customer experience.

Due to there has a knowledge gap in the past research, to fill the knowledge gap, (Hilde Worum, Daniela Lillekroken, Birgitte Ahlsen, Kirsti Skavberg Roaldsen, Astrid Bergland . 2019) I will explore my research to identify the customers’ behaviour towards ordering Chinese takeaway in the UK.

2.6 Axiology to my research value

The roles of value and axiology in my research is to focus on how values in the research (Thomas Biedenbach, Mattias Jacobsson. 2016). The intrinsic value of my research is that the values of the valuable "cognitive customer behaviour" study and the "disruptive technology" of AI which exist intrinsically in the reality. The value of my research is to discover the value of "cognitive customer behaviour" that has been influenced by the "disruptive technology" changing customers' behaviour towards ordering Chinese takeaway that the value of the single reality on my research for "customer ordering Chinese takeaway" is not specifically discovered in the current literature reviews. Therefore, my research for "customer ordering Chinese takeaway" is a single reality.

3. Validity and reliability of the source

As My research will explore customer behaviour, psychology along with a wide range of other academic disciplines, customer behaviour research is part of psycho-social research paradigm, one area of psychology which is namely "Behaviourism" is on the research on consumers behaviour (Victoria K. Wells. 2014). Qualitative research is as compelling as quantitative research in psychology (Prof. Lawrence Leung. 2015).

To ensure the results to be credible for the reliability and validity for the study outcome, each assessment instrument is to execute, which must be volatile and measurable and reported and examined or references cited (Gail M. Sullivan, MD, MPH. 2011). For the criteria to cite the references, any books, thesis, or journal must be satisfied with three criteria below stated:

- 1) The Academic Journal Guide (AJG) produced by the Chartered Association of Business School (CABS) provides the quality of journal and ranking given star rating from 1* to 4*. The references cited in my research must be rated 3* or 4* in AJG. (Please see the Appendix 1)
- 2) Journal Impact Factor (JIF) is a scientometric index calculated by Clarivate, which reflects articles given to journal for publishing in two years ago. The impact factor to be adopted must have been cited at least 2.5. (Please see the Appendix 2)
- 3) Article has been cited by others; the number of citations must be at least 50.

Section 2

My research area will focus on customers' behaviour that "How customers think and buy when making decision to order Chinese takeaway." is influenced by organisms or variables, which is the final decision of purchase. My chosen theory is "The Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.)"

1. Customer's behaviour theories

The scope and the nature about customers' behaviour have been openly debating in the past years (Sheth, J. N. 2002), and there has an argument to the recognition for consumption as an important experiential aspect (Morris B Holbrook, Elizabeth C Hirschman. 1982) which recognizes that customer's roles may be play as a one or more as user, payer or buyer (Jean-Jacques Lambin. 2013). Since customer value in the consumption experience is to retrospect to the subjective personal introspection (Morris B Holbrook. 2006), my

research will explore the interactions between affect and cognition, behaviour, and consumption experience. I searched and studied the theories for seeking a suitable theory to apply to my research. Most of the theories and scholars' research related to the "Customer Behaviour", which including "Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.)", "Theory of Buyer Behaviour (Howard and Sheth 1969)" and "Consumer decision-making models AC Erasmus E Boshoff GG Rousseau. (2001)". After a study with the theories, I decided to choose the theory of "Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.)" apply to my research.

Cognitive customer behaviour is discerned and identified as two major types of key elements "Analytical" and "Prescriptive" (Fawcett, J., et al., 1992, Moital, M. L., 2007.) which provides the grounds of development to the research on customer behaviour like the latest research of "The New Consumer Behaviour Paradigm amid COVID-19" (Seem Mehta, Tanjul Saxena, Neetu Purohit. 2020), and categorized by typology of consumers (Please see the Appendix 3)

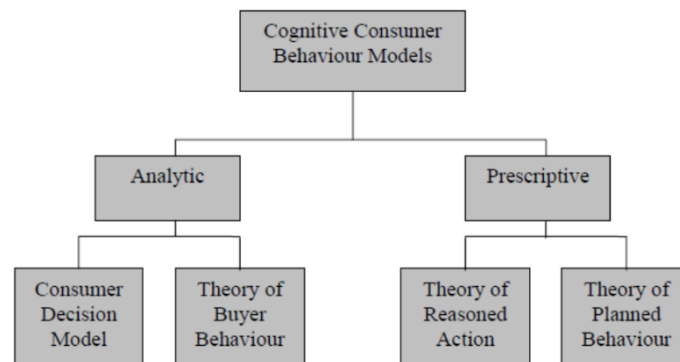
2. Theory to apply my research

Why I choose the theory of Cognitive Customer Behaviour Models (Fawcett, J., et al., 1992)"?

It founded a primary influencing two factors of consumers' behaviour and a broad-ranging scope labelled the "grand models" (Kassarjian 1982). It discerned the human being of cognitive behaviour with two types of "Cognitive", models, although there are various customer behaviour models arising. (Kaspars Viksna, Jelena Salkovska, Eilna Gatniece, Ieva Puke. 2016).

Theories:

The theory of Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.) was published by Moital, M. L.



(Source: Adapted from (Fawcett AND Downs 1992, Moital 2007))

The Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.)

- Theory of Buyer Behaviour (Howard and Sheth 1969)
- The Consumer Decision Model (Blackwell, Miniard et al. 2001)
- Theory of Reasoned Action (Fishbein and Ajzen 1975)
- Theory of Planned Behaviour (Ajzen 1985).

3. Strengths and weaknesses for my future research

Typically, a traditional five-step classified as outlined as problem recognition, information search, alternative evaluation, choice and outcome (ERASMUS, A. C., et al., 2001.) Since cognitive behaviour in psychology is a significant scientific study of mental processes (Aidan Moran 2009), is, meanwhile, influenced by their introspective cognitive behaviour. To have a deep investigating on my research to the customer's behaviour, I, therefore, choose the theory of Cognitive Customer Behaviour Models (Fawcett, J., et al., 1992).

There has a plethora of theories investigating customer's behaviour, consumer's behaviour, cognitive behaviour and so on. Currently, as my best knows by searching and my previous studies, I think it would be the suitable theory selected from the three theories or it would be my reckless in my research.

Apart from these, my further evaluation that actor network is an indispensable part of data conveyor (Latour, B. 20027) is made up of connections between actors. In the past years, I have built a well social media network for myself and my company connecting with the industry, I can collect the up-to-date relevant information such as changing of customer behaviour in the market, latest online ordering technology, catering industry information, government regulation, marketing changing from my network. On the contrary, I probably may get too much information that may more than the sufficient I need, or there was insufficient data for my research that I could not get from the industry, which is sensitive or highly confidential data to the organisation. Some information could be lack of meaning that could mislead me get into bias or wrong direction in my research since customers' behaviour and technology is radically changing in the complex environment as turbulence surround us in the 21st century (Ansell and Trondal, 2018).

4. Consideration of differential environments

My research exploring customers' behaviour and technology will focus on the two primarily related stakeholders which are customers and triad online order system provider as customer increasingly move to online (Charlene Li, Miranda Miroso, Phil bremer. 2020) due to the COVID-19 pandemic outbreak unexpectedly.

4.1 Different organisational form

The organisations involved into the industry, from which maybe my research data collected, they are including triad online food service provider. Their preferences probably trend to different technologies, different customer services, different business model. Every organisation employs either explicitly or implicitly a particular business model (Teece, D. J. 2010).

4.2 Different eating culture

(Peter Taylor-Gooby 2013) found in the research that the United Kingdom is recognized as a leader of multiculturalism and another research found that the cultural diversity of food consumption is invaluable multiculturalism in the UK (Holly Barrow. 2021). UK's multicultural food culture is freely to open for any participants or any cuisines to contribute to the food industry. Rick Flowers and Elaine Swan. (2012) identified that some writers see that eating and cooking ethnic food is an inter-culture. Therefore, a differential eating culture will be encountered in my research.

4.3 Different regional environments

With non-interventionism of top-down, world cuisines freely covering wherever in the United Kingdom that emphasized the most importance of interaction and accommodation and ongoing development of a more pragmatic direction (Peter Taylor-Gooby 2013) enable it to develop throughout the UK.

4.4 Challenge to my research of Customers' Behaviour

Since my research will explore the customers' behaviour towards ordering Chinese takeaway in the UK, the differential eating culture in the different regional environments by geographically will be a big challenging in my research cover whole country due to the lack of labour intensive of researchers.

5. Research risk and personal capacity to deliver

Due to the insufficient resource, an entire coverage to the whole country by a completely conveying and collecting for the questionnaires to the significant group of customers' regularly ordering Chinese and the group of the operators of Chinese takeaway that would be a high risk to me in the research meanwhile I am a novice doing such a huge research.

6. Overcome the bias and access problems

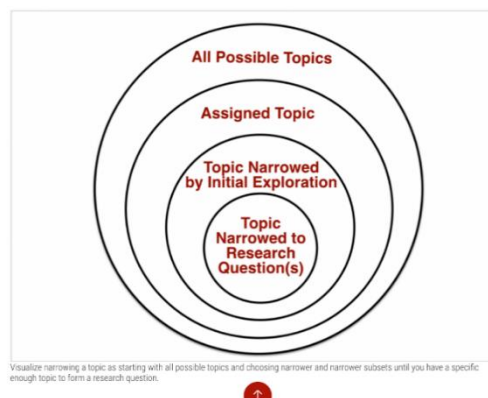
A complex environment in the 21st-century, for the external turbulence such as COVID-19 pandemic and depression of economic, for the internal such as people would not back to work after furlough for the technology such as a flood of information and fake information, my research would be unaware of the bias embroiled because of too much information and lack of meaning information which threaten the credibility of my research. To overcome the bias, I will adapt the design Thinking Framework and Dilemma in a General Theory of Planning (Horst W. J. Rittel, Melvin M. Webber 1973) to analyse the data as well as narrow to a specific outcome from divergency to convergency since the bias inheres in the outcome of data since a non-linear process.

Section 3

1. Identify one possible research theme

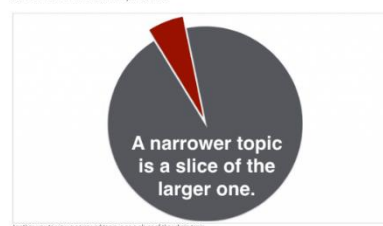
Identifying a research theme is not easy to do so since from the early till the present theme, my research theme has been changed for several times, as I keep introspect the scope of my research that I have been reminded by my lecturer Dr Caroline to narrow down the research realm. From the assigned topic to topic narrowed by initial exploration, and end up to the the current designed theme “Customer’s behaviour towards ordering Chinese takeaway in the UK impacted by the 21st-century disruptive technology”.

Process of Narrowing a Topic



Why Narrow a Topic?

Once you have a need for research—say, an assignment—you may need to prowl around a bit online to explore the topic and figure out what you actually want to find out and write about. For instance, maybe your assignment is to develop a poster about “spring” for an introductory horticulture course. The instructor expects you to narrow that topic to something you are interested in and that is related to your class.



A term referring to the mental process, which is called the “Cognitive” part of the field of psychology valuable for psychologists to investigate to understand the think of human beings in the processes embroiled with cognition. Methods and procedures scientifically to be discovered by the psychologist, it is related to the applied psychology to motivate and convince consumers to purchase through cognitive learning in reliable perception (Liljana Batkoska, Elena Koseska 2012). Therefore, cognitive is broadly to be recognized and applied to psychology science. To find the behaviour of consumers, it would be related to the cognitive by a combination of “Cognitive” and “Customer Behaviour”.

2. Research method to achieve stated objectives

Cognitive Customer Behaviour Models (Fawcett, J., et al., 1992) is the fundamental of cognitive customer behaviour theory to apply into the research about customer behaviour in making decision. To understand what they think (cognition) and feel (affect), what they do (behaviour), and the things and places (environmental events) that influence and are influenced by what consumers think, feel, and do. Feelings are human beings' mental experiences, which signify physiological need such hunger, tissue injury such pain, optimal function such well-being, threats to the organism such fear or anger or specific social interactions such compassion, gratitude, love. (Antonio Damasio, Gil B. Carvalho. 2013).

- a) In the Blog 1, I have introduced my previous education in MBA and CPD, and my previous work experience and current work in the takeaway industry.
- b) In the Blog 2, I have addressed why I choose the topic "Customer's behaviour towards ordering Chinese takeaway in the UK impacted by the 21st-century disruptive technology" in my research.
- c) Combining to Blog 1 and Bolg 2, the theory "The Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.)" which be employed to my research.

3. Research Methods

Mixed-research Methods

Researchers adopt both qualitative and quantitative methods to collect data and analysis in a single study that enable researcher to understand and explain the phenomena by qualitative approach and obtain data for analysis (John W. Cresswell. 1999).

4. My Research

In my research area, there have some things which are multiple realities that need to be investigate adopted a problem solving by interpretivism.

4.1 Literature Review in brief

Today, online food ordering is a very common part of life and very popular for ordering takeaway in the UK. The phenomenon of using apps to place orders will be a popular trend in the world.

The phenomena of Chinese takeaways are open-minded to list their menu on the triad online platforms that I can see, and the technology from the triad platforms have being modified as user friendly from time to time to fulfill the needs of customers and the business operators that I have experienced.

With the unexpected outbreak of COVID-19, people were restricted not allowed to go out for non-essential shopping. In consequence of the increasing of using the online app for ordering takeaway, people are used to staying at home since the lockdown in March 2020.

This research paradigm is designed to find the existence of the truth of single reality of customer's behaviour changing towards ordering Chinese in the 21st-century not to be discovered in the previous research, and to find the existence of the truth of takeaway food apps influencing customer's behaviour towards ordering Chinese takeaway also not to be investigate in the previous research. Therefore, the essential elements of the research paradigm will be employed, which including ontology, epistemology axiology, methodology (Guba, E. G., & Lincoln, Y. S. (1994), and I will use mixed-methods approach in the research.

This is my sketch of my research paradigm (Table 2)

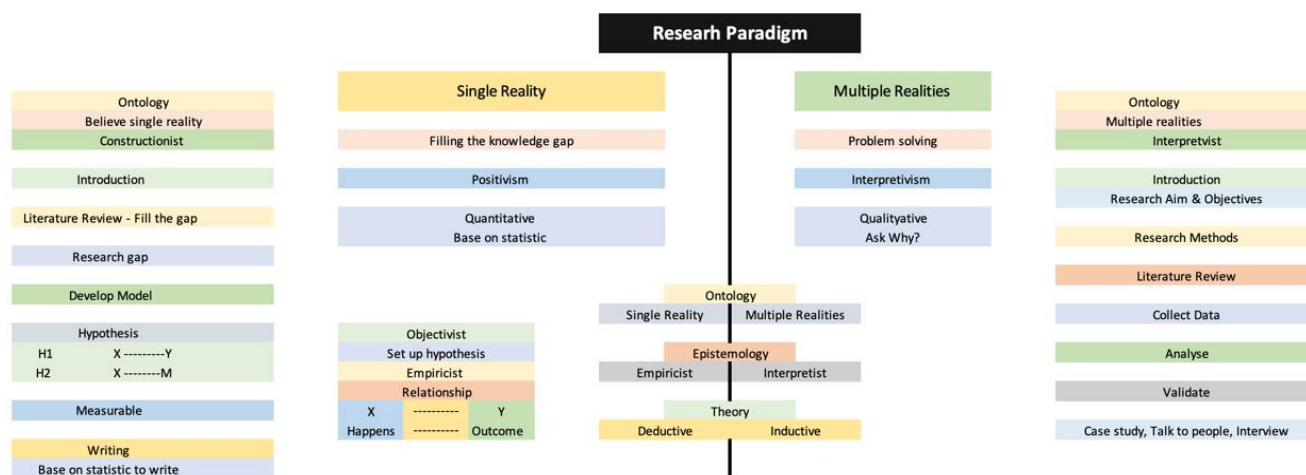


Table 2

4.2 Aim of the research

The aim of my research to the multiple realities are to investigate two phenomena

- I. Why people use the triad online platforms to place orders?
- II. Why the Chinese takeaway join the triad online platforms?

4.3 Research objectives

The objectives of the research will be narrow down (Teaching & Learning, Ohio State University Libraries.) to focus on the exploring of the correlation of the 21st-century customer behaviour and the disruptive technology in the UK.

- To identify the diversity on the dimension of customers' behaviour
- To explore customer behaviour changed in the 21st-century
- To explore the disruptive technologies in the UK
- To investigate the coverage of the influencing of technology on the relation between customers' behaviour and technologies

4.4 Research Methods

Glenn Bowen. (2009) suggest that to ensure an appropriate research method is conducted which must be in line with the paradigm and designed a researching methods system to collect and analyse data.

- a. Qualitative research is usually accompanying to interpretivism (Goran Goldkuhl. 2012), nonetheless alternatives exist. philosophical aspect of pragmatism in the problem solving (Martin Kilduff, Ajay Mehra and Mary B. Dunn. 2011), therefore, inductive approach will be employed to investigate to the multiple realities in my research, shaped by interpretivist.
- b. Quantitative research is a strategic research method which adopts to collect and analysis for the data collected to help researchers to clarify their theoretical propositions and the basis of the results. Ulrika (Ostlund, Lisa Kidd, Yvonne Wengstrom, Nemeh Rowa-Dewar. 2011). Therefore, a deductive approach will be employed to investigate the single reality in my research, shaped by positivist and empiricist

4.5 Collect Data

Qualitative researchers collect the information through observations, case study, talk to people, interview, focus groups, artifacts. However, qualitative research methods are adopted to understand that how and why such customers' behaviours taken place. (Zubin Austin, Jane Sutton. 2015).

I. qualitative research methods are able to determine that how many of the particular customers' behaviour undertaken (Zubin Austin, Jane Sutton. 2015). Challenges to reliability and credibility may have occurred in the research that including research questions, samplings, collecting data, construction measurement, coding, and data analysis (Janice M. Morse. 1991).

- Interviews – Directly interview the business operators or owners since Quality of implementation is measurable by observation (Linda Dusenbury, Rosalind Brannigan, William B. Hansen, John Walsh, Mathea Falco. 2005).
- Focus Group – The interviewees who have common traits or experiences or have been involved in the group as demographically similar people
- Questionnaires and surveys – Online or offline questionnaires which a popular method for doing questionnaires in the academic surveys (Nepal J Epidemiol. 2016). Questionnaire surveys are a popular data collection method for academic.
- Observations – Quality of implementation is measurable by observation (Linda Dusenbury, Rosalind Brannigan, William B. Hansen, John Walsh, Mathea Falco. (2005).
- Record data - The formulation “What is not in the record is not in the world” (Ernst von Kardoff, Ines Steinke, Uwe Flick. 2004).

- II. Quantitative research is generally adopted in the research focusing on only one or a few factors with an attempt to hold the constant factors which has never been investigated that is called “Narrow angle lens” (Stephen Kwadwo Antwi, Kasim Hamza. 2015). My research is to fill the knowledge gap of “Customer behaviour towards order Chinese takeaway” which have never been studied as a single reality theme.

- III. Mixed-methods research is to be proposed pragmatism as a paradigm for social research (Vibha Kaushik, Christine A. Walsh. (2019), David L Morgan. (2014)) which based on a pragmatic worldview is able to be explored as a third paradigm in a way combined by the qualitative and quantitative methodologies based on pragmatism (Denscombe, M., 2008).

4.6 Challenges to reliability and credibility to the data collection

Kirk and Miller (1986) identify those three types of reliability in quantitative research to be related to:

- a) measurement, given repeatedly, remains the same (Kirk and Miller. 1986)

- b) the stability of a measurement over time (Kirk and Miller. 1986)

- c) the similarity of measurements within a given time period (Kirk and Miller. 1986)

4.7 Sampling

Sampling size will be collected from different regions by geography across the UK where will refer to the data from the office of national statistic (Office for National Statistics 2015). (Table 3)

Area	Table A Mid-1971 to Mid-2010 Population Estimates: total persons for United Kingdom and constituent countries; estimated resident population									
	All ages Mid-2001	All ages Mid-2002	All ages Mid-2003	All ages Mid-2004	All ages Mid-2005	All ages Mid-2006	All ages Mid-2007	All ages Mid-2008	All ages Mid-2009	All ages Mid-2010
United Kingdom	59,113.5	59,318.8	59,552.2	59,841.9	60,235.5	60,584.3	60,985.7	61,398.2	61,792.0	62,262.0
Great Britain	57,424.2	57,622.1	57,849.6	58,131.6	58,511.1	58,842.7	59,226.5	59,623.2	60,003.1	60,462.6
England and Wales	52,360.0	52,567.3	52,792.2	53,053.2	53,416.3	53,725.8	54,082.3	54,454.7	54,809.1	55,240.5
England	49,449.7	49,649.1	49,863.3	50,109.7	50,466.2	50,763.9	51,106.2	51,464.6	51,809.7	52,234.0
North East	2,540.1	2,540.4	2,540.4	2,540.9	2,547.9	2,552.7	2,560.4	2,570.6	2,584.3	2,606.6
North West	6,773.0	6,776.9	6,798.9	6,818.7	6,838.9	6,852.0	6,863.7	6,874.1	6,897.9	6,935.7
Yorkshire and The Humber	4,976.6	5,002.2	5,029.2	5,066.9	5,110.8	5,146.4	5,181.8	5,217.5	5,258.1	5,301.3
East Midlands	4,189.6	4,221.6	4,254.2	4,291.5	4,327.1	4,362.6	4,397.0	4,429.4	4,451.2	4,481.4
West Midlands	5,280.7	5,293.9	5,309.8	5,323.9	5,347.2	5,362.2	5,378.4	5,408.4	5,431.1	5,455.2
East	5,400.5	5,429.8	5,468.4	5,500.4	5,551.2	5,593.2	5,648.7	5,717.4	5,766.6	5,831.8
London	7,322.4	7,368.9	7,379.7	7,413.1	7,484.9	7,546.6	7,602.2	7,668.3	7,753.6	7,825.2
South East	8,023.4	8,043.0	8,079.9	8,114.6	8,172.9	8,224.3	8,295.5	8,368.5	8,435.7	8,523.1
South West	4,943.4	4,972.5	5,002.9	5,039.6	5,085.3	5,123.8	5,178.5	5,210.4	5,231.2	5,273.7
Wales	2,910.2	2,918.2	2,928.8	2,943.5	2,950.1	2,961.9	2,976.1	2,990.1	2,999.3	3,006.4
Scotland	5,064.2	5,054.8	5,057.4	5,078.4	5,094.8	5,116.9	5,144.2	5,168.5	5,194.0	5,222.1
Northern Ireland	1,689.3	1,696.6	1,702.6	1,710.3	1,724.4	1,741.6	1,759.1	1,775.0	1,788.9	1,799.4

Table 3

4.8 Subjective bias

Personal preference and business financial data could be at high level privacy and relate to GDPR that causing an unavoidable outcome of bias in analysis.

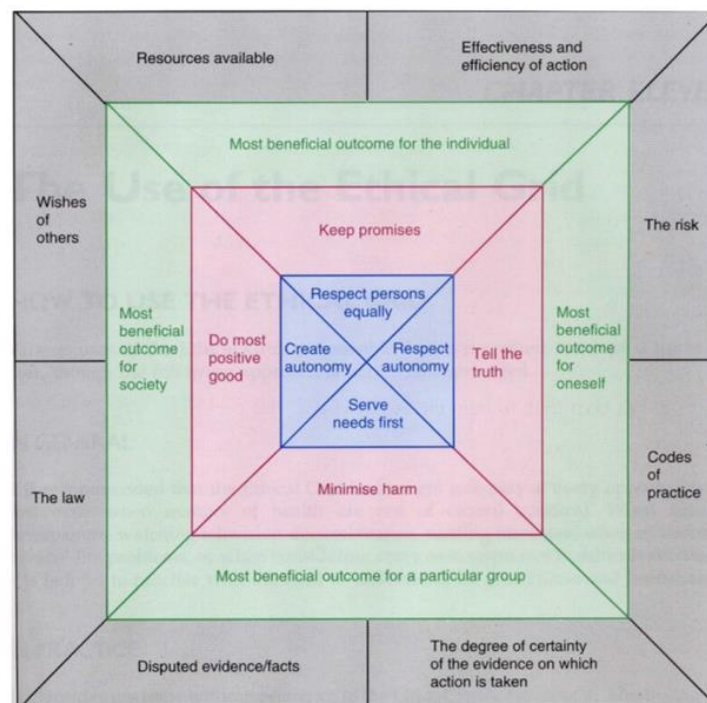
4.9 Ethical risk

Ethical risk shall be account into seriously considerations which involves research phases of design, questionnaires dispatch, data collecting, data storage, data analysis in order for the security that the ethical grid to be adopted (Seedhouse's Ethical Grid Seedhouse, 1998b, Kris

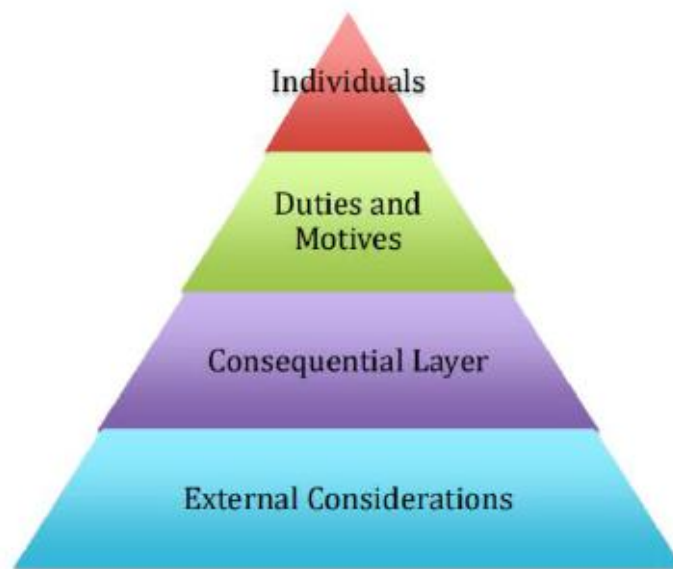
Stutchbury, Alison Fox. 2009) and the ethical analysis approach will be adopted step by step (A. T. Wood-Harper, Steve Corder, J. R. G. Wood, Heather Watson 1996). (Table 4)

Ethical Analysis Approach	Activity	Stage of SSM
Step 1	Identify the stakeholders in the situation who possess ethical perspectives.	Stage 1
Step 2	Identify their dominant perspective. If no dominant perspective exists, identify the top dominant perspectives as different stakeholders (or different nodes on the web).	Stage 1
Step 3	Construct an ethical conflict web, mapping different perspectives.	Stage 2
Step 4	Identify those strands of the web where no significant conflict may be assumed to exist. These may be removed from the model.	Stage 3
Step 5	Concentrate on those strands where conflict does exist. Use a technique of conflict resolution to achieve the "good" for the system.	Stages 4-7

Table 4 Ethical Analysis Approach (Wood-Harper, Corder, Wood, & Watson. 1996)



(Seedhouse's Ethical Grid Seedhouse, 1998b,



Seedhouse's ethical grid

5 Research model and hypotheses

In the previous research on cognitive and customers' behaviour, the research paradigm and realm are broadly exploring by psychologists, in where a knowledge gap to filled by the hypotheses below

5.1 Hypothesis

"Customer's behaviour is influenced by the digital technology of takeaway food apps"

therefore, the acceptance of model follows The Cognitive Consumer Behaviour Models

(Fawcett, J., et al., 1992, Moital, M. L., 2007.) are generated as below

H1. Customer's behaviour towards ordering Chinese takeaway changing day by day in the 21st century

H2. Customer's behaviour been impacted by digital technology "Takeaway Food Apps"

H3. The changing of customer's behaviour and the technology has a correlation

5.2 Hypothesis to find the correlation

Customer's behaviour is influenced by the digital technology of takeaway food apps (Patricia Farrugia, Bradley A. Petrisor, Forough Farrokhyar, MPhil, PhD, Mohit Bhandari. 2010).

Conclusion in brief

My research firstly will identify the missing parts in the previous relevant studies "Cognitive Customer Behaviour to towards ordering Chinese takeaway". Secondly, the hypothesis will be employed in qualitative and quantitative that undressed in the previous research.

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Appendix 1

Academic Journal Guide (2018) by Chartered ABS

ISSN	Field	Journal Title	AJG 2018	AJG 2015	ABS 2010	ABS 2009	JCR rank	SJR rank	SNIP rank	IPP Rank
0001-4826	ACCOUNT	Accounting Review	4*	4*	4	4	4	3	3	3
0361-3682	ACCOUNT	Accounting, Organizations and Society	4*	4*	4	4	3	5	2	2
0165-4101	ACCOUNT	Journal of Accounting and Economics	4*	4*	4	4	1	1	1	1
0021-8456	ACCOUNT	Journal of Accounting Research	4*	4*	4	4	2	2	4	4
0823-9150	ACCOUNT	Contemporary Accounting Research	4	4	3	3	6	4	6	6
1380-6653	ACCOUNT	Review of Accounting Studies	4	4	4	4	7	6	9	9
0001-3072	ACCOUNT	Abacus	3	3	3	3	14	23	24	23
0001-4788	ACCOUNT	Accounting and Business Research	3	3	3	3	12	18	16	15
0155-9982	ACCOUNT	Accounting Forum	3	3	3	3		22	15	17
0888-7993	ACCOUNT	Accounting Horizons	3	3	3	3	9	9	11	13
0951-3574	ACCOUNT	Accounting, Auditing and Accountability Journal	3	3	3	3		14	14	7
0278-0380	ACCOUNT	Auditing: A Journal of Practice and Theory	3	3	2	2	8	7	10	8
1050-4753	ACCOUNT	Behavioral Research in Accounting	3	3	3	3		20	25	26
0890-8389	ACCOUNT	British Accounting Review	3	3	3	3		21	8	11
0007-1870	ACCOUNT	British Tax Review	3	3	2	2				
1045-2354	ACCOUNT	Critical Perspectives on Accounting	3	3	3	3		15	17	16
0963-8180	ACCOUNT	European Accounting Review	3	3	3	3	11	16	12	14
0267-4424	ACCOUNT	Financial Accountability and Management	3	3	3	3				
1554-0642	ACCOUNT	Foundations and Trends in Accounting		3				13	19	27
1094-4060	ACCOUNT	International Journal of Accounting		3	3	3		24	20	19
0278-4254	ACCOUNT	Journal of Accounting and Public Policy		3	3	3	10	12	13	12
0737-4607	ACCOUNT	Journal of Accounting Literature		3	3	3		61	55	54
0148-558X	ACCOUNT	Journal of Accounting, Auditing and Finance	3	3	3	3		19	27	25
0306-686X	ACCOUNT	Journal of Business Finance and Accounting	3	3	3	3	13	10	22	18
1061-9518	ACCOUNT	Journal of International Accounting, Auditing and Taxation	3	3	2	2		28	18	20
0198-9073	ACCOUNT	Journal of the American Taxation Association	3	3				11	33	30
1044-5005	ACCOUNT	Management Accounting Research	3	3	3	3	5	8	5	5
0810-5391	ACCOUNT	Accounting and Finance	2	2	2	2	15	27	21	22
1530-9320	ACCOUNT	Accounting and the Public Interest	2	2				40	52	46
1744-9480	ACCOUNT	Accounting in Europe	2	2	1	1		32	36	34
1030-9616	ACCOUNT	Accounting Research Journal	2	2				48	43	41
2152-2820	ACCOUNT	Accounting, Economics and Law - A Convivium	2							
0882-9073	ACCOUNT	Advances in Accounting	2	2				38	32	35
1475-1488	ACCOUNT	Advances in Accounting Behavioral Research	2	2				54	56	56
1474-3074	ACCOUNT	Advances in Management Accounting	2	2				40	53	55



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Appendix 2**Journal Impact Factor**

Cites in 2008 to items published in: 2007 =263 Number of items published in: 2007 =55
2006 =374 2006 =49
Sum: 637 Sum: 104

$$\text{Calculation} = \frac{\text{Cites to recent items}}{\text{Number of recent items}} = \frac{637}{104} = \mathbf{6.125}$$

Appendix 3

Consumer type	Description
Chooser	The rational problem-solving consumer, requiring genuine options, finance options, and information.
Communicator	Uses goods to communicate. Material objects are used for the messages they convey, often relating to status or taste.
Explorer	Consumers increasingly have places to explore, and often we explore with little idea of what, or even if, we wish to buy.
Identity-seeker	Creating and maintaining personal and social identity through consumption.
Hedonist/artist	Consumption as pleasure: consumption can fulfil needs for emotional aesthetic pleasure and fantasy.
Victim	The exploited consumer: the consumer may lack knowledge or be unaware of choices, or they may have limited choice because of their socio-economic situation
Rebel	Using products in new ways as a conscious rebellion: this can include consuming differently, or less, or boycotting, and can also refer to active rebellion (e.g. joyriding, looting, taking over consumption spaces).
Activist	Presented historically from the cooperative movement, the value-for-money movement, especially fighting against corporate greed and political activism, seeking more ethical consumption.
Citizen	Consumers are also citizens with rights and responsibilities: awareness that consumerism encroaches on areas such as housing, healthcare, and education as well as consumer goods.

A typology of consumers

Source: Adapted from Gabriel and Lang (1995, 2006).