



**Between social media marketing activities, customer experience and
brand trust how to affect purchase intention: Omnichannel for
cosmetic industries in Hong Kong**

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University of Wales Trinity Saint David

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Abstract

Through the cosmetic industry to understand the relationship between social media marketing activities, consumer experience, brand trust and purchase intention in the Hong Kong market. In recent years the growth of the cosmetic industry is continuously rising and the consumer shopping behaviour has been shifted. Consumers not only purchase and shop offline but also online therefore combine the different ways into omnichannel. Omnichannel provides more options and is more comprehensive for the consumer and established the new model of retail.

Identify the research motivation and the research which selects the most repeated key word from the focus group to determinate the research framework. The research framework is based on the most repeated key word from the focus group and the literature review to develop a linear hypothesis of the research framework. An assumption of all three independent variables social media marketing activities and brand trust cause positive linear relationship with the dependent variable purchase intention. The questionnaire sampling size is 395 taken by a snowball data collection. Then based on the collected interpretation and determining the means of the analysis date and further implications.

There are four major data analyses which are descriptive, reliability test, correlation and regression analysis. According to these research models, the results indicate that between social media marketing activities, consumer experience and brand trust may not have a significant linear relationship with purchase intention. Suggested enhancing the service and engaging the interaction with consumers to create a high level of the stratification of consumer experience is the number one priority for the industry.

Key words: Social media marketing activities; Consumer experience; Brand trust: Purchase intention; Omnichannel; Cosmetic industry

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1. Introduction

This chapter will provide the background of this research. Firstly describe the industry that focuses on, what is about and what are the challenges currently. Follow with the research motivation, questions and objectives.

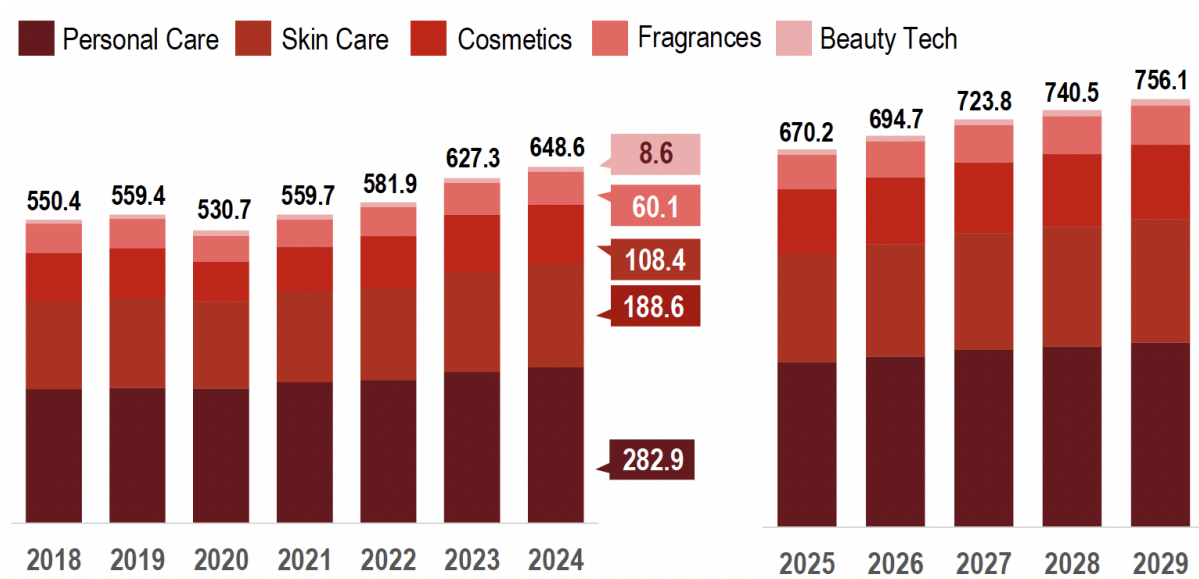
1.1 Background

Cosmetics includes the skincare, hair care makeup and fragrances products that all categorised into the beauty and personal care range. These product ranges are intended for beauty purposes in addition to personal appearance and well-being motivation (Cosmoprof Worldwide, 2024).

Cosmetics is a fast moving range of new products and new brands launching everyday. Skinification is the new trend, skin care became the main and largest for the beauty aficionados. Skincare held the market share of nearly 40% in 2024 and projected approximately USD 236 billion in 2030 (Petruzzi , 2024). Skin benefits will play a major role in the future trend in the cosmetic industry. Howarth (2025) found out that 22% of female skincare routines have been changed from the COVID-19 pandemic and 40% of facial skincare products used more often.

Cosmetic industries have grown continuously in recent years. According to Cosmoprof (2024) forecast in 2024 the global market for beauty and personal care generated a revenue of 648.6 billion U.S. dollars. 35.2% of total sales are contributed from online sales. Figure 1.1 shows the trend from 2018 that is slightly down in 2020 and consistently growing, between 2024 and 2029 the industry CAGR forecast is at 3.11% (Cosmoprof Asia, 2024).

Figure 1.1 Global revenue forecast of the beauty and personal care industry 2018-2029



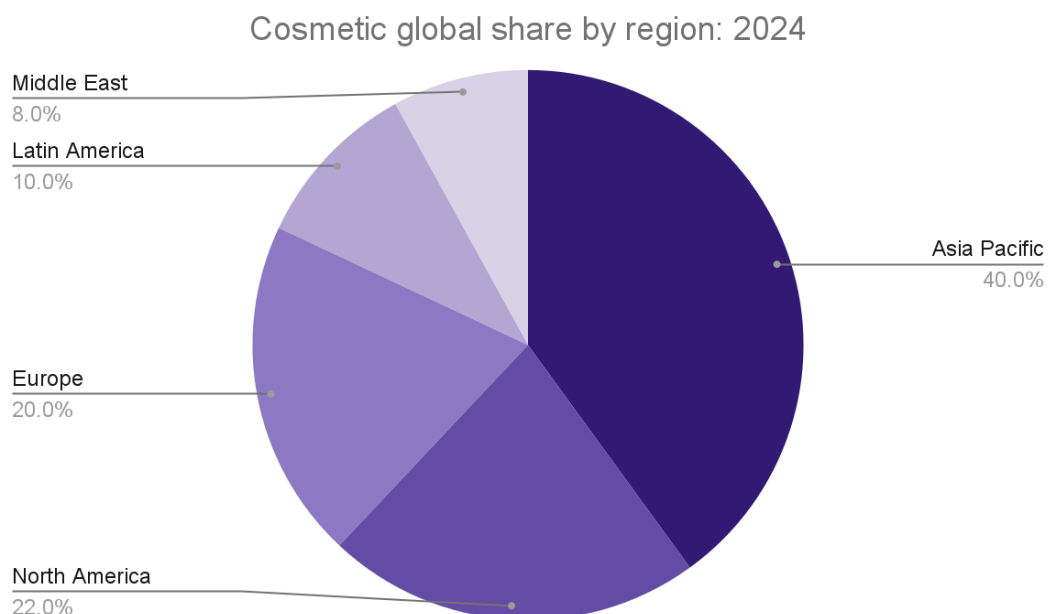
The cosmetic industry is controlled by a number of multinational brands such as L'Oréal, Unilever, Estée Lauder Companies, Procter & Gamble Co. (P&G), LVMH, etc. In 2024 L'Oréal as the largest market lead including retail and manufacturing generated over USD 44 billion revenue, followed by Unilever over USD 26 billion and the third Estée Lauder Companies over 15 billion U.S. dollars, see details in Figure 1.2 (Howarth, 2025).

Table 1.1 Revenue of top 10 market lead in cosmetic industry: 2024

Brand	Beauty Sales
L'Oréal	\$44.53 billion
Unilever	\$26.15 billion
Estée Lauder	\$15.2 billion
P&G	\$15 billion
LVMH	\$8.94 billion
Chanel	\$8.32 billion
Beiersdorf	\$8.14 billion
Shiseido	\$6.94 billion
Nature & Co	\$6.39 billion
Coty	\$6 billion

Figure 1.2 shows Asia Pacific holds the largest market share as of 2024 with approximately 40% in the global market. Second is North America 22%, Europe is the third largest share around 20% and followed by Latin America and the Middle East (Shea, 2024; Grand View Research, 2024).

Figure 1.2 Cosmetic global share by region: 2024



Source: Contribute by author

China has the largest market share in Asia generating USD 32.52 billion (Nan, 2024), then Japan USD 30.4 billion (Report Linker, 2025) and South Korea USD 25 billion in 2024 (Invest KOREA, 2024). In general the growth rate for these three countries are slightly slowing down with the 1-3% decline (Grand View Research, 2024).

China is the market leader in Asia. The market contains different international brands such as L'Oréal, Estée Lauder , LVMH, Shiseido, Unilever and etc. However, these big brands' revenue in China are beginning to decline and planned to reduce the 3-5% of its global workforce in China. The Sephora subsidiary from LVMH was reducing approximately 10% of its workforce in China around 4000 employees (Nan, 2024). This phenomenon is due to the consumers shifting the brand selection from international brands to local brands (Ou, 2024).

In recent years in China there are a number of local cosmetic brands established such as Proya, Florasis, Kans and more. Local brands are driving the market with high-quality and lower prices that are more comparable to the international brands. Also the local brand not only focused on the offline platform but also leveraged the marketing budget to online (Nan, 2024). Most of the local brands also establish on the Taobao, Tmall, Douyin these mature online platforms which can provide a strongest consumer experience and cross platform connection for the consumer (Ou, 2024).

Looking back, Hong Kong as part of Asia in 2024 generated a revenue of approximately USD 2.3 billion with the expected growth rate 2.82 % for 2025 to 2030 (Cosmoprof Worldwide, 2024). Cosmetic and personal care is one of the popular categories for local and visitors to purchase with an attractive price due to the no tax fee for import products and a wide range of selection from multi-national brands (InvestHK, 2023). The industry manufacturing sector in Hong Kong is small, very few brands are made in

Hong Kong such as Choi Fung Hing, The Preface, Factiv, etc. The local cosmetic industry majority are the traders who act as agents for the international brands to export and expand the business to China and other Asian countries (HKTDC Research, 2023).

The major market share in Hong Kong is driven by the internations big brands. Figure 1.4 shows Hong Kong cosmetic market share by brands in 2024, as the result L'Oréal has the largest market share in H.K. with 54% which aligned with the global market share. Second is Estée Lauder 23%, followed by Asia brand Shiseido 14% and Amore Pacific (Cosmoprof, 2024).

Figure 1.3 Hong Kong cosmetic market share by brands: 2024



Hong Kong as an international city many intonation brands not only establish sales counters or stores in the local market, but also set up offices in Hong Kong for expanding business into other Asia markets (HKTDC Research, 2023).

Cosmetic chain stores such as Sasa, Colourmix, Watson's, Mannings and etc are popular in Hong Kong. These chain stores offer huge discounts for international brands and also supply private label products which are popular for the consumer, especially visitors. Visitors can purchase various

brands in one store which is more convenient and time saving for them in a limited time (HKTDC Research, 2023).

Impact from COVID-19 pandemic not only changed the skincare routines of the consumers but also shifted the shopping behaviour from offline to online. Shop online has grown continuously in recent years for all consumer goods. Figure 1.5 shows the global online share growth rate of consumer goods spend. The trend had slightly dropped in 2022 and 2023 and growth 8.3% in 2024 (Kemp, 2025). Figure 1.6 shows the global annual spend for e-commerce by category, for beauty and personal care annual spend USD 227 billion in 2024 (Kemp, 2025).

Figure 1.4 Global trend of online share of consumer good spend

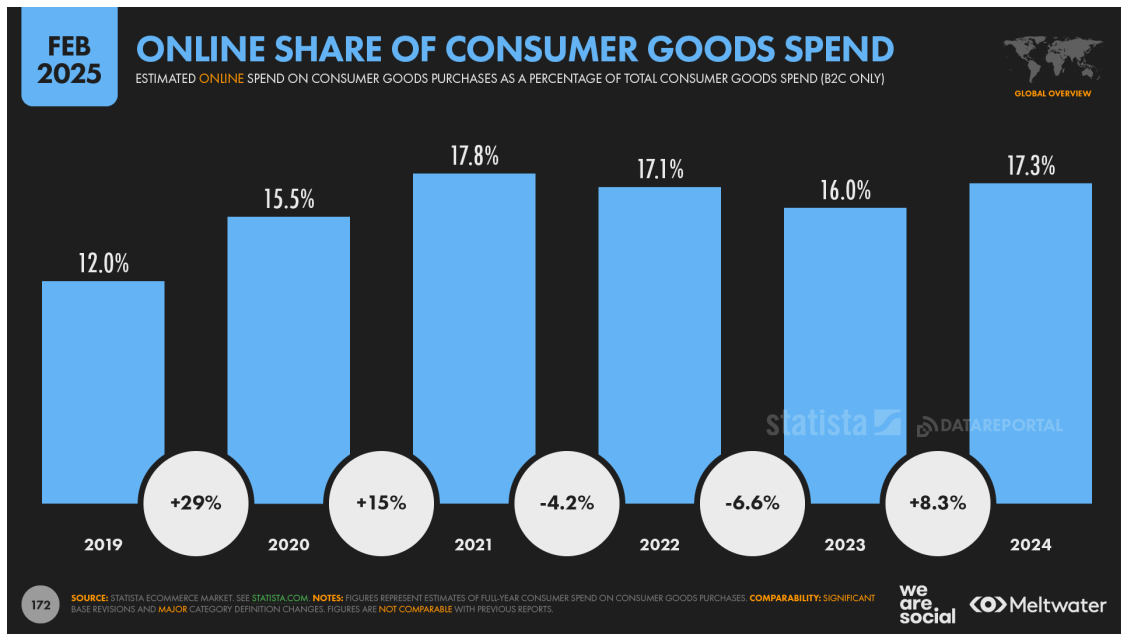
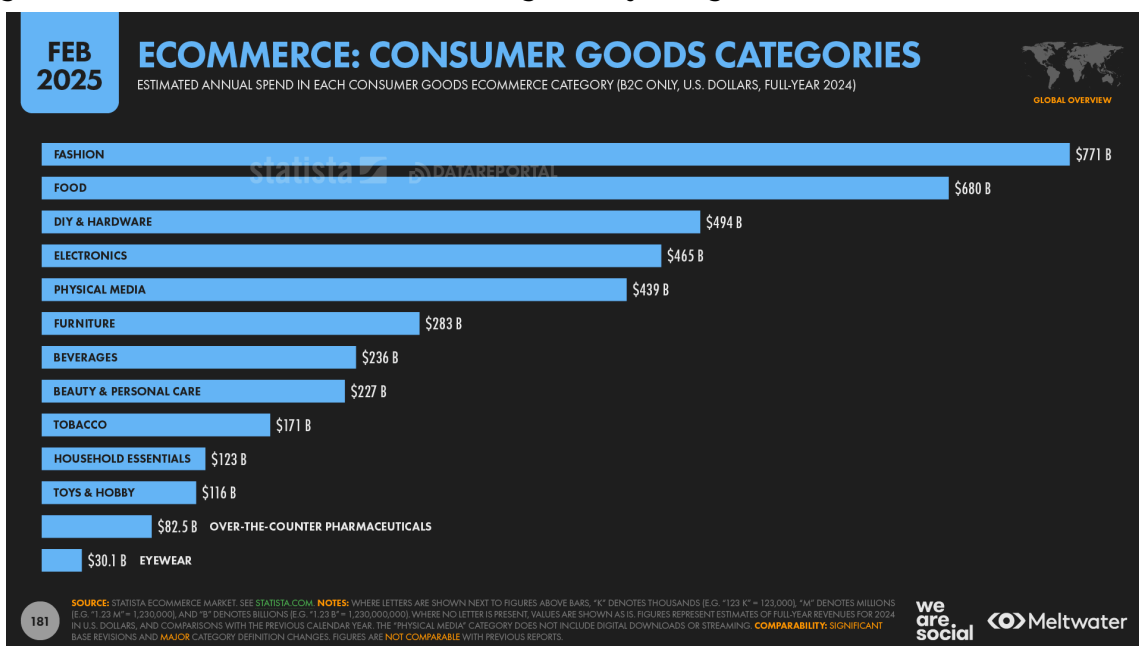


Figure 1.5 Global e-commerce consumer goods by categories: 2025

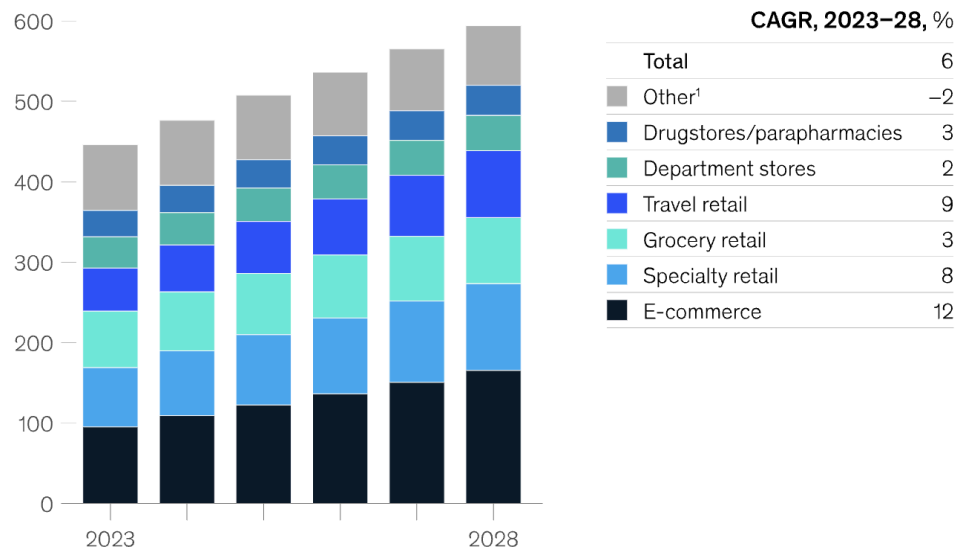


As shopping behaviour shifted from offline to online it also fundamentally changed for the brands to find a new way to approach the consumer.

Figure 1.7 shows the global forecast trend for the cosmetic market from 2023 to 2028. Sales from e-commerce are continuously rising and physical channels as well, which is an insight for the industry approach by omnichannel is needed (Weaver et al., 2024).

Figure 1.6 Global forecast cosmetic market retail sales by channel: 2023 to 2028

Forecast beauty market retail sales, by channel, \$ billion



¹Includes professional channels, mass merchandisers, warehouse clubs, direct selling, and home shopping (eg, via TV, streaming platform, mobile application).
Source: Euromonitor; Generation Research; McKinsey analysis

Omnichannel can be separated into two parts, “omni” means “all,” and “channel” is a reference to different sales platforms that include online stores, physical stores, mobile apps, social media and etc (McKinsey & Company, 2025). Omnichannel is a cross channel that can improve the consumer experience and connect better across all possible channels and touchpoints (Donlan, 2024).

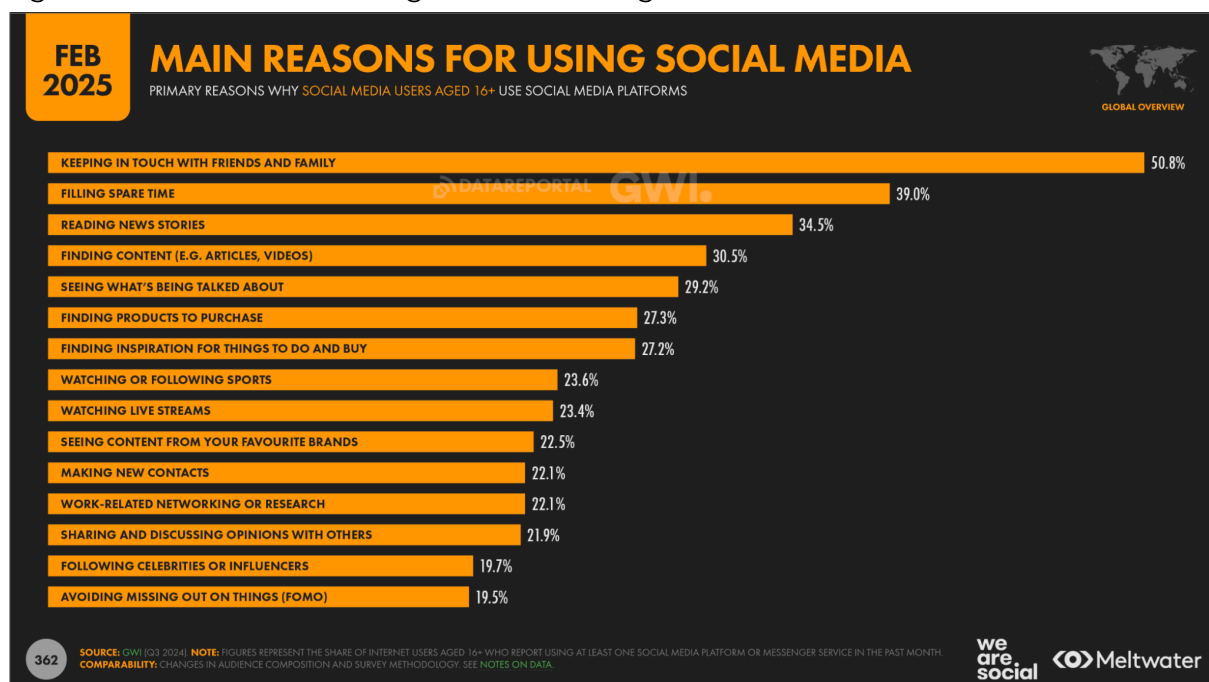
Omnichannel seamlessly connects between channels that brings benefits not only for the consumer but also to the business. It can provide centricity for the consumer with a consistent, convenient and flexible experience which the purchase process can cross between channels. Omnichannel also helps to centralized data including purchase history, consumer preference and etc. Those data feedback to the brand and allows the brand to provide personalized experience for consumers (McKinsey & Company, 2025).

As mentioned, shopping online is the trend which is a benefit and opportunity for the cosmetic industry to enhance the popularity through

the social media channels such as Instagram, TikTok (Douyin), Little Red Book (Xiaohongshu) and YouTube (Daxue Insights, 2024). Social media have become important marketing channels. Many brands take this as an advantage to collaborate with beauty influencers (KOLs/KOCs) that help brands to create relationships between consumers and brands, also for the influencers to promote cosmetics to their audience (Investhk Gov HK. 2025).

According to Global Digital Report 2025 (Kemp, 2025) the global growth rate of social media use over time, it raised 4.4% as 5.24 billion of user identities in 2025. Figure 1.8 shows the reasons for using social media are connecting with family and friends 50.8%, second is filling spare time 39%, third is reading news stories 34.5% and reason for looking for a product to purchase is the sixth with 27.5%.

Figure 1.7 Main reason for using social media in global



Nowadays shopping will not be limited by one single platform, it can combine with different channels. Shop and place order online and collect the purchased goods in the physical store; or vise versa visit to the physical

store for product testing with real touch then purchase online with free door to door delivery. That drives a significant consumer shopping behaviour transformation from traditional way to a “new retail” format (Nan, 2024).

Better understand the factors that affect consumers' purchase intention for cosmetics products through omnichannel in Hong Kong. A focus group has been organised on 20th November, 2024 with 10 participants. Focus group is a research technique for collecting data through a group interaction. The purpose is to identify and explore participants thoughts and behaviours through why, what and how questions (B2B International, 2021). The main purpose of this focus group is to gather inspiration from the participants on what are the key factors that will affect the participants to purchase cosmetics products, details of the full record see appendix 1.

During the conversation participants mentioned they were happy to purchase cosmetic products through omnichannel and got experience for that. They consider the convenience and the cost/ promotion consistency. Participants said they will cross check the price through all channels included offline and online to ensure they purchase the item at the best price. From their point of view omnichannel creates more flexibility for them without time and region boundaries.

Furthermore, participants mentioned a good consumer experience will engage their revisit of the store and the brand images either online or offline. Participants also mentioned purchase intentions of new products will affect or attract by social media. Constant marketing activities through social media will create impressions of content then increase the purchase intention.

At the end, from the participants point of view if there is an entire new product and new brand for them it may not be considerate to purchase at

the beginning. The reason is there is a lack of trust in the brand and they may wait until family and friends have experience of the product and brand then they may have a try. On the other hand, if the new product is from an existing brand they may consider the existing brand image established by the brand.

1.2 Research motivation

According to the industry background and the information through the focus group we can understand that consumers are willing to purchase cosmetic products offline and online is popular in recent years. Due to the use of social media, marketing activities not only focus in the traditional way but also are more active on the online platform compared to previous. In addition, the focus group conversation found some interesting perspectives from the participants that affect their purchase intention such as social media marketing activities, consumer experience and brand trust. Following in this research study will focus on these three factors for further research and analysis.

1.3 Research Question

The whole research will be around the below three research questions, firstly found out the key factors that created the purchase intention in beauty industries. Second, understand the relationships between the factors. Third based on the finding to provide practical suggestions for the beauty industries.

1. Identify the variables that created the purchase intention in cosmetic industries.

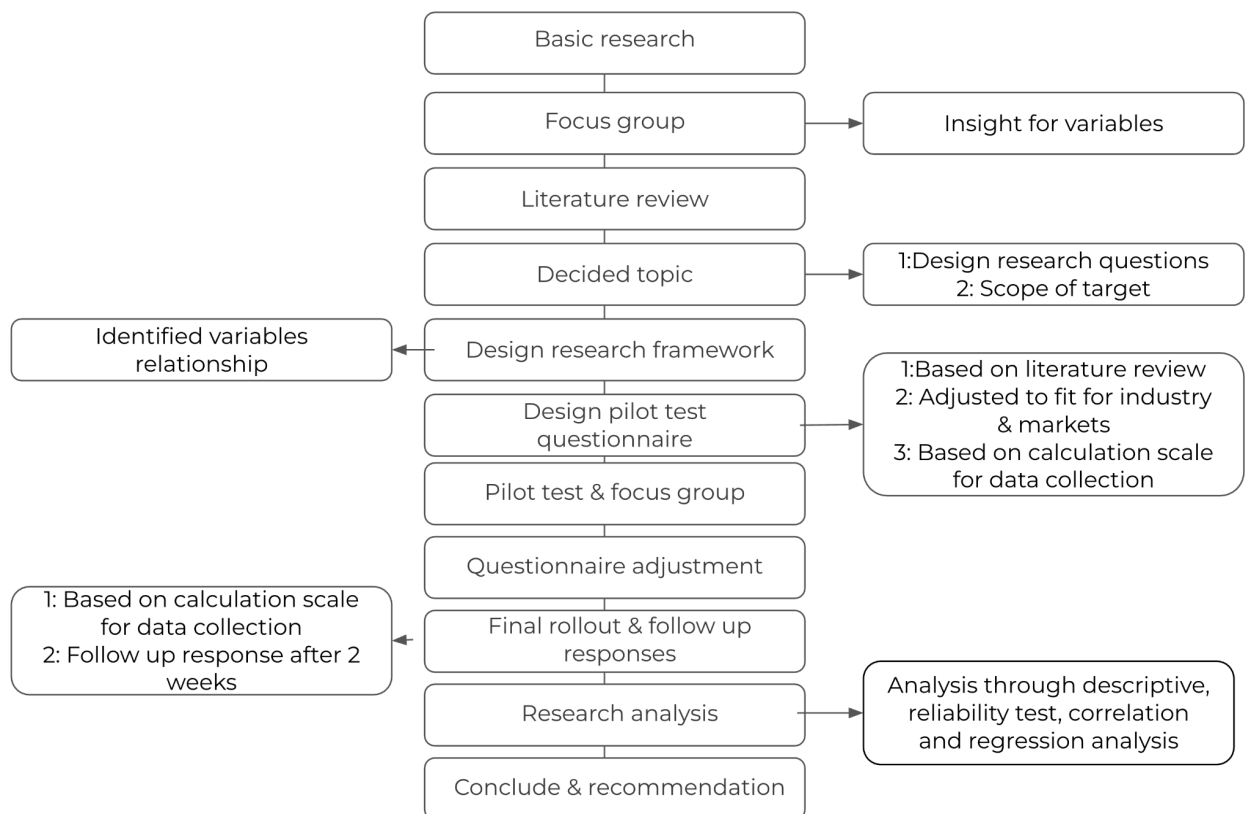
2. What are the definitions of the variables and how can they be measure

3. Based on the relationship then provide practical suggestions for the industry.

1.4 Concluding Summary

This chapter has provided the background of cosmetic industries and what is omnichannel. Firstly describe the cosmetic industry with definition, the current global and in Hong Kong market, also with the market trend by omnichannel. Following with the summary of the focus group result as an inspiration for the research topic then further develop the research motivation and research question.

Figure 1.8 Research flowchart



Source: Contribute by author

2. Literature Review

This chapter will provide the definitions and measurements for the individual variables that develop for the research framework, which are inspired from the industry background research and focus group discussion that mentioned in chapter 1.

The variables are social media marketing activities, consumer experience, brand trust and purchase intention. Also will provide the compare and contrast for each variable within scholars to explain which is more appropriate for this research study.

2.1 Social media marketing activities (SMMA)

When talking about social media normally people will think of Whatsapp, Youtube, Instagram, Tiktok and a number of applications. People are using those apps daily as a communication and connection tool. As the shopping behaviour has been shifted to omnichannel, social media marketing strategy has become more important for the business. Social media is not only a communication app but also is a bridge for the business/ brand to connect with consumers for providing its product information, services, promotions and more.

Following with further definition of social media marketing activities (SMMA) and how it can be measured. Conclude by a compare and contrast with appropriate measurement for this research study.

2.1.1 Definition

Social media marketing activities are the practical actions taken to implement a social media marketing strategy, purpose is for a businesses

or organizations to promote products, brand and service through the social media platforms to engage with the consumers (Ashik, 2024). These activities leverage the interaction across platforms combining social media with other channels (e.g., email, offline events) for cohesive omnichannel campaigns to achieve marketing goals (Hayes, 2025).

Purpose of social media marketing strategy is to connect with consumers, build brand awareness, drive consumer engagement and achieve business goals (Li, Larimo and Leonidou, 2020). It is important to drive interaction on social media, as the major use of social media is to connect with others and create a community for the followers or consumers through a discussion group with interactive content (Parsons and Lepkowska-White, 2018). Online communities are different from real-life communities as the operation of the former is facilitated by computers. Certain brands and services used to set up a community which created interactions without geographical restrictions between brand and consumers (Chen and Lin, 2019). Followers and consumers can share information within communities and also spread out the information and hot topics to others then create their own social network (Beig and Khan, 2018).

Social media marketing also engaged the changes to shape the brand awareness and brand images and thoroughly changed the way of content creation, distribution, and consumption patterns for the brand (Tsai and Men, 2013). According to Seo and Park (2018) SMMA generates a positive influence on brand awareness and brand images. Create a consistent and recognized tone of voice through the communication on social media that develops an unique brand voice.

Sharing brand story and value, sharing behind the scenes and highlighting customer stories and evaluation these actions and content engage the interaction with the consumers. Also built a deeper connection and sense of belonging between brand and consumers (Keller 1993).

Last but not least, information and technology are constantly changing. Social media as a real time and fast moving trend, updated and trendiness of information are important for the followers. Providing the latest information that allows consumers to feel they are synchronous with the brands and enhance the transparency and honesty to consumers (Godey *et al.*, 2016).

Figure 2.1: Summary of definition: Social media marketing activities

Scholar (year)	Definition
Keller 1993	Engage the interaction with the consumers. Also built a deeper connection and sense of belonging between brand and consumers
Tsai and Men (2013); Godey et al. (2016); Seo and Park (2018)	Engaged the changes to shape the brand awareness and brand images and thoroughly changed the way of content creation, distribution, and consumption patterns for the brand
Parsons and Lepkowska-White (2018); <u>Beig</u> and Khan(2018) ; Chen and Lin (2019);	Connect with others and create a community for the followers or consumers through a discussion group with interactive content
Li, Larimo and Leonidou (2020)	Connect with consumers, build brand awareness, drive consumer engagement and achieve business goals.
Ashik (2024)	For businesses or organizations to promote products, brand and service through the social media platforms to engage with the consumers.
Hayes, 2025	Leverage the interaction across platforms combining social media with other channels for cohesive omnichannel campaigns to achieve marketing goals.

Source: Contribute by author

2.1.2 Measurement

Measuring social media marketing activities is crucial to understand the effectiveness of the strategies and the goals achieved such as counting followers, likes, shares, and comments across social media and number of active account interactions.

According to Wibowo et al. (2021) social media marketing activities can be measured by number of subscribers, likes, shares, and comments to understand the enjoyment from the followers. The interaction of comments, share and hash tag creation can help to track the interaction and customization. Frequency of updating as a support for the trendiness on the social media and how often they view the new post. Number of posts for sharing the event or repost from the social media assistance to observe the spreadability of the topic and events.

Moreover Karakadilar, Göğüş and Ozkaya (1997) and Tsimonis and Dimitriadis (2014) share similar views with Wibowo et al. (2021). However they are more focused on the interactive and engagement for social media. The trendiness, customization and WOM for social media have not been mentioned.

Providing up to date information regularly, creating interactions by hashtag also is a quickest way to spread the news and draw attention widely for the brand. Therefore the measure for social media marketing activities will according to Wibowo et al. (2021), as the proves is more recent and more comprehensive by comparison with the other two scholars, see figure 2.2.

Figure 2.2: Summary of Measurement: Social media marketing activities

Scholar (year)	Measurement
Karakadilar, Göğüş and Ozkaya (1997)	Counting followers, likes, shares, and comments across social media and number of active account interactions.
Tsimonis and Dimitriadis (2014)	Counting followers, likes, shares, and comments across social media at the end of your chosen timeframe from the number of followers you had at the start
Wibowo et al. (2021)	Entertainment: Counting the review, comments and the activeness
	Interaction: Counting consumers to likes, comments, shares, and story interactions.
	Trendiness: Frequency of updating posts or information.
	Customization: Counting the hashtags or number of searches.
	WOM: Counting the new posts or share of the events .

Source: Contribute by author

2.1.3 Conclusion summary

Social media as a marketing tool that provides a different apparel compared to traditional marketing platforms that can create more interactions, connections and flexibility with consumers (Kim and Ko, 2012). It also provides customized information for consumers to utilize the searching services and support in more real time or asynchronous information (Carr and Hayes, 2015).

Seo and Park (2017) mentioned social media is a platform that provides real-time interaction with consumers. As well as a platform that can engage consumers to interact, like, comment and share feedback. Kim and Ko (2012) mentioned that SMMA has a major effect on brand equity, buying intentions, etc. The brand equity and buying intentions are based on the developed consumer experience and relationship. A stronger customer relationship which leads to the behavior generating sustainable

relationship between consumer and retailers. A long term relationship can develop the influence of brand equity and buying intentions (Klaus, 2015).

According to Wibowo et al. (2021) measurement for SMMA compared to the other two scholars, which has a significant relationship with consumer experience that is collectively engaged in social media marketing activities, the construct of SMMA covers more areas with latest theories.

2. 2 Consumer experience (CX)

Consumer experience is an explanation of a business to manage engagement for the consumers during the entire purchasing journey. The journey includes marketing, sales, product and consumer services without limitation of platforms.

Following with further definition and measure of consumer experience. Conclude by a compare and contrast summary with appropriate measurement for this research study.

2.2.1 Definition

Consumer experience is a concept of the consumer satisfaction of experience from the purchasing journey instead of the product. The experiences are accompanied by an emotional response from the interactions of the consumer with a product or service. It subjectively refers to customers' direct or indirect interactions between products and retail companies (**Verhoef et al., 2009**).

According to Lemon and Verhoef (**2016**) consumer experience is constructed multidimensional, such as think, sense, feel, act and relate called as five senses. Hence, consumer experience is a subjective feeling

from the consumer. The strongest sense of feeling creates a positive and long lasting emotional response from the consumer (**Holbrook and Hirschman, 1982**). Think determinate as the recognition of the brand based on the cognitive experience. Fantasies, feelings, smell and fun created the sensory experience and feeling can be leveraged by those experiences. Except for the invisible sense of feelings, the consumer satisfaction of experience also can be influenced by physical experience, behaviours, lifestyles and social-identity experience (**Schmitt, 2003**). In recent years, purchasing journeys have been changed not only from the individual offline and online platform but also a combination of both and more. Omnichannel also is important to improve the consumer experience and connection between channels and touchpoints (Donlan, 2024).

According to Piotrowicz and Cuthbertson (**2014**) omnichannel provides a more comprehensive purchasing journey for the consumer. Omnichannel includes marketing, sales, product and consumer services across all platforms which is a chain of consumer services that influences the consumer satisfaction of experience (**Hajdas, Olczyk and Gębczyńska, 2022**).

Consumer experience through omnichannel can be explained into two aspects which are hedonic experience and utilitarian experience (**Gao, стойка, and Bolton, 2021**). Hedonic experience is interpreted as the emotional and sensory influence from the purchase journey which is an immediate pleasure and enjoyment instead of long term (Babin et al., 1994). According to **Voss, Spangenberg and Burns (2003)** the maxim of well-being and happiness is through the practical and goal-oriented actions to gain the utilitarian experience. Not only driven by emotional or sensory but also can be measurable.

Figure 2.3: Summary of definition: Consumer experience

Scholar (year)	Definition
Holbrook and Hirschman (1982); Verhoef et al. (2009)	A subjective feeling from the consumer, the strongest sense of feeling creates a positive and long lasting emotional response from the consumer
Schmitt (2003); Lemon and Verhoef (2016)	Satisfaction of experience also can be influenced by physical experience, behaviours, lifestyles and social-identity experience
Piotrowicz and Cuthbertson (2014); Hajdas, Olczyk and Gębczyńska (2022)	Omnichannel provides a more comprehensive purchasing journey for the consumer and as a chain of consumer services that influences the consumer satisfaction of experience.
Gao, стойка, and Bolton (2021); Zhang et al. (2023); Donlan (2024)	Hedonic experience: Provide positive emotions in decision-making by emotional and sensory pleasure derived activity.
	Utilitarian experience: Practical goal-oriented of maximizing well-being or happiness through actions or decisions to emphasizing measurable outcomes over emotional or sensory gratification.

Source: Contribute by author

2.2.2 Measurement

Consumer experience can be measured by the interaction and satisfaction of experience with the brand from the entire purchasing journey. The satisfaction accompanied with emotional response from the interactions of the consumer purchasing process and the behaviours (**Klaus, 2015**).

According to Kim and Perdue (2013) point of view consumer experience can be measured by five senses which are sense, feel, think, act and related. View, sound, scent, taste and touch all these primary senses are conducted to influence the consumers satisfaction of experience when they visit the store (**Klaus, 2015**). Based on the senses to integrate the emotions and create a direct interaction between consumer and retail. If consumers are willing to respond and generate positive emotional

feedback which the retail influence the consumer successfully (Lemon and Verhoef, 2016).

Through the marketing campaigns and activities to create an innovative way of experience and engage with consumers for interaction (**Verhoef et al., 2009**). Those activities take actions to create a connection between consumer and retailers that based on the physical activities, patterns of life and engagement to experience different types of behaviour which are memorable for consumers to think of continuously (**Schmitt, 2003**).

According to Zhang et al. (2023) consumer experience can be measured by hedonic experience and utilitarian experience which is more appropriate for the current market. As omnichannel is important for a business the consumer experience should not only focus on the offline related activities but also for all different ways that connect with consumers (**Verhoef, Kannan and Inman, 2015**).

Hedonic experience and utilitarian experience measure as a whole which cannot be separated. A more comprehensive purchase journey the consumer satisfaction of experience from emotional and practical are required(**De Keyser, Schepers and Bejou, 2015**). Hedonic experience al can be interpreted as the happiness of sensory emotion generated during the process and the utilitarian can be determined by practical goal-oriented such as the service of develivy and the experience from the online platform may affect the satisfaction of emotions thought omnichannel (**Ishfaq and Raja, 2021**).

2.2.3 Conclusion summary

Consumer experience as a multidimensional construct focusing on a consumer's cognitive, emotional, behavioral, sensorial, and social responses

to a firm's offerings during the customer's entire purchase journey (Lemon and Verhoef, 2016)

According to Zhang et al. (2023) although consumer experience is very subjective and the consumer emotion is not the only thing reflecting on the satisfactions. However Kim and Perdue (2013) and Lemon and Verhoef (2016) insist on measuring the consumer satisfaction experience by five senses that are very subjective based and difficult to measure the consumer experience for the entire purchase journey.

Consumer satisfactions can be influenced by many different reasons, for more effectively measuring the consumer experience can be based on the emotional and practical cause. Emotions can be observed by the direct emotion of the consumer to identify the satisfaction levels. Positive emotion interactions means consumers are satisfied during the shopping, vise versa which means the satisfaction level is lower. Another way to assess the consumer feeling is caused by the practical orientation such as feedback or complaints for shopping platforms, delivery or product and packaging that something is functional. Consumer satisfaction experience is important that may directly influence the relationship between the consumer and the retails.

Figure 2.4: Summary of Consumer experience

Scholar (year)	Measurement
Kim and Perdue (2013); Lemon and Verhoef (2016)	Measure customer satisfaction by feeling, consumer reaction and the length of the consumer relationship between the brand or business.
Zhang et al. (2023)	Hedonic experience: Observes the direct for the consumer while shopping and continues buying.
	Utilitarian experience: Assess any feedback or complaints for the practical oriented.

Source: Contribute by author

2.3 Brand trust (BT)

Brand trust is the business or brand image that established the representation for external or consumer which is based on trust.

Following with further definition of the explanation and the measure of brand trust. Conclude by a compare and contrast summary with appropriate measurement for this research study.

2.3.1 Definition

A trust of the brand can contribute by reliability, honesty and genuineness that influence the brand representation of the business image and the connection between consumers of the loyalty (**Yoon, Suh and Oh, 2005**). Brand trust is about the confidence from consumers' reliability. Ability to fulfill promises, deliver key value consistently without changing day by day (**Erdem and Swait, 2004**). Authentic and positive interactions are the core values to contribute to the trust of the brand. It's a cornerstone of customer relationships to drive loyalty, advocacy and long-term relationships for the success of the business (Morgan and Hunt, 1994) .

Brand trust also is subjectively, a feeling of reliability from consumers which is based on consumers' experience, the understanding of the brand and previous and existing action from the brand (**Erdem and Swait, 2004**). These factors interpret the brand images and continuously develop and contribute to the interaction and connections between consumer and the retailer (**Ailawadi and Keller, 2017**).

According to Esch et al. (**2006**) providing transparency in values, actions, and communications encourages emotional connection. Brands must be

honest about challenges and provide consistent positive actions and feedback as the consumer values (**Sirdeshmukh, Singh and Sabol, 2002**). A positive and seamless interaction should consist of consistency through all channels (e.g., intuitive website design, responsive customer service) to enhance the confidence from consumers' reliability Also providing consistent price, experience, promotion, activities for omnichannel consumers which influence the reliability levels from the consumer (**Zhu et al., 2020**).

Chaudhuri and Holbrook (2001) explained brand trust, brand performance, brand image and brand loyalty which created a chain of effects that are closely connected with each individual. Developed a healthy and strong relationship between consumers in need which also can enhance the consumer satisfaction of experience to create a long-term relationship and establish brand loyalty (**Yoon, Suh and Oh, 2005**).

Figure 2.5: Summary of definition: Brand trust

Scholar (year)	Definition
Sirdeshmukh, Singh and Sabol (2002); Zhu et al. (2020)	Brands must be honest about challenges and provide consistent positive actions and feedback as the consumer values.
Chaudhuri and Holbrook (2001); Yoon, Suh and Oh (2005); Ailawadi and Keller, 2017	A strong relationship between consumers in need which also can enhance the consumer satisfaction of experience to create a long-term relationship and establish brand loyalty
Esch et al. (2006)	Brand images and continuously develop and contribute to the interaction and connections between consumer and the retailer
Erdem and Swait (2004)	is subjectively and is based on consumers' experience, the understanding of the brand and previous and existing action from the brand.

Source: Contribute by author

2.3.2 Measurement

Brand trust can be measured by reliability, honesty and safety. These are the major factors to create the confidence of reliability from consumers that may influence the relationship between the consumer and the brand.

Esch et al. (2006) explained emotional connection between the consumer is important that can be determined by the brand honesty and transparency. Be transparent and honest to the consumer even facing the challenging time by positive actions and feedback. Consumers based on the response to generate emotional feedback that influence relationships between the consumers, as a chain of effects (**Ailawadi and Keller, 2017**).

According to Koay, Cheah and Goon (2023) shared the same explanation of measurement on brand trust. Also observing the consistency of information shared across all platforms is important which can reflect the honesty and reliability of the brand. Therefore Koay, Cheah and Goon (2023) measure for brand trust will apply for this research study.

Figure 2.6: Summary of measurement: Brand trust

Scholar (year)	Measurement
Esch et al. (2006);	The action on the consumers continuity of purchase for the brand.
Ailawadi and Keller, 2017	Assess the number and continuity of purchase for the consumer also from the consumer feedback.
Koay, Cheah and Goon (2023)	Assess the number and continuity of purchase for the consumer also from the consumer feedback. Observes consistency and honesty on the information that is shared from the brand across all the platforms.

Source: Contribute by author

2.3.3 Conclusion summary

Brand trust is a consumer mindset construct, holistic in nature, that involves customer knowledge about the retailer and its value proposition of the brand (Katsikeas and Swoboda, 2016). It also is subjectively assessed by consumers and based on their ongoing experience and the value proposition of the retailer (Ailawadi and Keller, 2017).

Hassan et al. (2016) point of view, a brand must establish a consistent alignment by product, services, visual identity, etc. That can provide a reliable, safe and honest brand image for the consumer. According to Koay, Cheah and Goon (2023) measured brand trust compared to the other two scholars which is more solid and practical. It also explains the significant relations with consumer experience and relationship to measure the brand trust components.

2.4 Purchase intention (PI)

Purchase intention is a consumer conscious plan to make a particular purchase of a product or service which is a crucial concept of marketing and consumer behavior as a strong predictor of actual purchase behavior.

Following with further explanation and measurement of purchase intention. Conclude by a compare and contrast summary with appropriate measurement for this research study.

2.4.1 Definition

Purchase intention can determine the possibility that the consumer is planning and willing to purchase the product and services. Purchase intention is a combination of consumer interest in a product and the

probability of purchasing. Purchase intention also is essential in the entire purchase journey (Wu, Yeh and Hsiao, 2011).

According to Khan and Fatma (2020) purchasing the internet is an experience based behaviour. Consumers purchase a product and services may consider the previous experience from the brand or product. The experience created a positive sense of feeling and beliefs have been engaged to enhance purchase intentions (Yagüe and Romero, 2016).

Figure 2.7: Summary of definition: Purchase intention

Scholar (year)	Definition
Wu, Yeh and Hsiao (2011)	A combination of consumer interest in a product and the probability of purchasing. Purchase intention also is essential in the entire purchase journey
Yagüe and Romero (2016)	Experience created a positive sense of feeling and beliefs have been engaged to enhance purchase intention
Khan and Fatma (2020)	an experience based behaviour. Consumers purchase a product and services may consider the previous experience from the brand or product

Source: Contribute by author

2.4.2 Measurement

Purchase intention can be measured by the probability of purchase that is influenced by brand trust, social and personal needs and desires. A potential purchase can be influenced by experience, brand trust and the awareness of brand or products. Kim and Oh (2020) explained that consumers may purchase from a brand they trust with a positive emotion to develop a long term relationship which is more willing for the consumer to purchase from the brand again.

A probability of purchase can also be influenced by friends, family and online reviews and influence each other. The willingness to share is based on the developed brand loyalty and brand love which the consumer also represents of the brand that they love and trust (Wu, Yeh and Hsiao, 2011).

According to Hsu, and Lin (2023) measurement of purchase intention assessing through number of purchases, willing to recommend others to purchase and continuing purchase even price increase. Although the measurements of purchase are similar Hsu, and Lin (2023) explained in further details different aspects which apply the measure for this research study.

Figure 2.8: Summary of measurement: Purchase intention

Scholar (year)	Measurement
Wu, Yeh and Hsiao (2011); Kim and Oh (2020)	The action on the consumers number and continuity of purchase, also willing to recommend others to purchase.
Hsu, and Lin (2023).	Assessing through number of purchases, willing to recommend others to purchase and continuing purchase even price increase.

Source: Contribute by author

2.4.3 Conclusion summary

Purchased indentation is an experience based on behaviour that interrupts the experience form the consumer or from others that influence the action behaviour. Koay, Cheah and Goon (2023) explained that consumers may purchase from a brand they trust with a positive emotion to develop a long term relationship which is more willing for the consumer to purchase from the brand again.

Wu, Yeh and Hsiao (2011) explained in general measurement of purchase intention is the probability of purchase that is influenced by different types of experience. Brand loyalty, brand loves, brand trust, social influence all are developed by the stratification of consumer experience.

2.5 Relationship between variables

The section explains the relationship between variables through the findings.

Social media marketing activities and Purchase intention

Relationship between social media marketing activities and purchase intention is social media allows for direct interaction between brands and consumers (Heidari et al., 2023). Engage consumers for interaction to explore brands and products. Based on the build of relationships and experiences to enhance the brand image and trust. Enhance the reliability to influence consumers more comfortably and confidence to consider purchasing (Alnaser et al., (2024).

Consumer experience and Purchase intention

Relationship between consumer experience and purchase intention is building positive emotions which directly contribute to a higher inclination to purchase (Hämäläinen, 2021). Enhancing consumer satisfaction based on previous experiences and positive experiences can engage emotional connection between consumer and the brand influence more inclined to support the brand through purchases (Nasermoadeli, Ling and Maghnati, 2013).

Brand trust and Purchase intention

Brand trust is the business or brand image that established the representation for external or consumer which is based on trust. A trust of the brand can contribute by reliability, honesty and genuineness that is subjective to the consumer experience (**Yoon, Suh and Oh, 2005**).

Also the cornerstone of customer relationships to drive loyalty, advocacy and long-term relationships for the success of the business. Therefore consumers are more likely to purchase from brands they trust and have a positive attitude towards (Morgan and Hunt, 1994).

3. Research Methodology

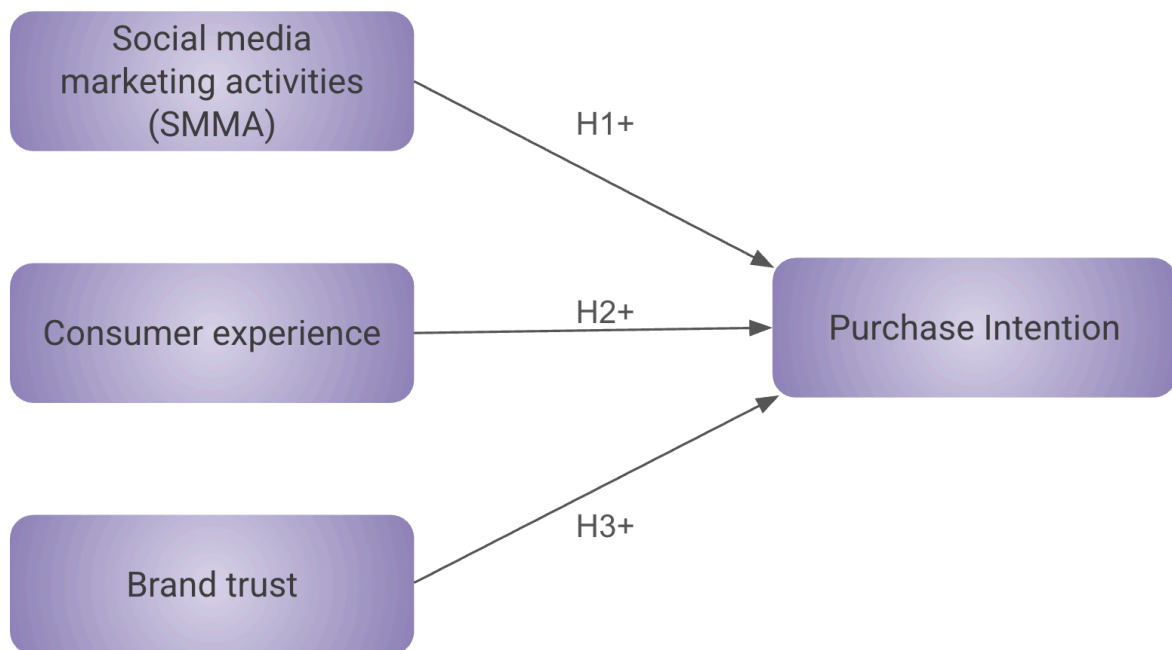
This chapter is based on the research motivation and objectives in Chapter 1 and the theory of the literature review in Chapter 2 to construct the research framework and proposed the research hypotheses. Furthermore, according to the research framework to design a questionnaire and collect data to verify the research hypotheses are valid.

According to the research background, purpose, problems and literature discussion in the previous chapter, this study uses social media market activities, consumer experience and brand trust as independent variables, purchase intention as dependent and independent variables, experience extension as dependent variable, and perceived risk as a moderating variable, as shown in Figure 3-1.

3.1 Research framework

The research framework is based on the most repeated key word from the focus group and the literature review to develop a linear hypothesis of the research framework shown as figure 3.1.

Figure 3.1: Research framework



Source: Contribute by author

H1 Social media marketing activities have a linear relationship with purchase intention.

H2 Consumer experience has a linear relationship with purchase intention.

H3 Brand trust has a linear relationship with purchase intention.

The research framework assumes all three independent variables cause positive linear relationship with the dependent variable purchase intention.

3.2 Type of Research

There are many types of research methods that can be classified into three major research methods, quantitative and qualitative and mixed research.

In this section look into the difference between each research type and the application in this research study (**Reichardt and Rallis, 2001**).

3.2.1 Qualitative research

Qualitative research is focused on the understanding and interpretation of the qualities, characteristics and meanings of the phenomena. Explore the background, experience and behaviours by “why” and “how” to provide descriptive and in-depth insights (**Dudwick et al., 2006**).

Explore the topic from broad to develop the understanding of the theories and the literature (Neumen, 2026). A focus group also can facilitate an open discussion for the specific topic to explore perceptions, opinions, and experiences through the participation. Based on the collected perspectives and information for further deeper research and development for value aspects (McCusker and Gunaydin, 2015).

Advantages for qualitative research is flexibility and adaptability to create and build a better understanding for the topic and explore the behind behaviours and experiences during the research process. It also captures different perspectives and experiences of participants which help to generate ideas and hypotheses for further research study.

On the other hand, the disadvantage for qualitative research is that it is easy to create bias from the researcher based on the personal experience and knowledge that will potentially influence the data collection and interpretation (Yauch and Steudel, 2023).

3.2.2 Quantitative research

Quantitative research is a systematic investigation to measure and quantify relationships between variables by numerical data and statistical analysis.

The purpose is to build objective facts, test hypotheses, identify patterns and averages within the population. In general quantitative research is to extrapolate sample results to the population level.

The common methods for quantitative research are surveys, experiments, correlational studies, comparative research and systematic observations **(McCusker and Gunaydin, 2015)**. Surveys can be done in different ways for collecting data that can be through questionnaires with closed ended questions, rating scale (Likert scale) and multiple-choice options administered online, by mail, phone or face-to-face.

Quantitative research also determines the dependent variable is affected by independent variables and controlling for extraneous variables. Then through the correlational studies to examine the statistical relationship between variables and identify associations and the strength. Observing and recording behaviours and activities in a structural and quantifiable way by rating scale or predefined categories.

Advantages for qualitative research is generalizability from representative large population sample size. Collected data are more objective which can reduce bias and standardised procedures for statistical analysis. Data also is easy to analyze with statistical software that can project more precision, accuracy and replicability results through the standardized methods. Based on the analyzed result effectively to identify the statistical relationships between variables and more appropriate for testing the hypotheses.

However, there are few limitations of qualitative research. Full range of responses or perspectives are not easy to capture through the closed-end question. Oversimplified the complex phenomena by presenting as numerical variables that are difficult to establish causation by the

correlation analysis. Also qualitative research is focusing on the numerical which is difficult to measure abstract concepts.

3.2.3 Mixed research

Mixed research method combines quantitative and qualitative approaches to leverage the strengths of both **(Tashakkori and Creswell, 2007)**. Ercikan and Roth **(2016)** believed quantitative and qualitative research approaches should not be separated. It is more comprehensive to collect, analyze and integrate both numerical data and narrative data across the whole research study.

Although mixed research is more comprehensive as it may increase the complexity for the research process. Collecting and analysing both quantitative and qualitative data are massive and time consuming. Also required specific skill sets for the data analysis through the software. There also will create conflict between findings and the analysis which to address and interpret the result carefully.

Qualitative and quantitative research methods each have their own advantages and disadvantages. There is no perfect combination between the two, but their complementarity can help each other enhance their advantages and reduce their disadvantages **(Choy, 2014)**. An effective research approach should apply flexibly and appropriately, instead of following a specific set of rules or a signal standard **(Bazeley, 2004)**.

3.2.4 Triangulation

Triangulation is a multiple method or data source that develops a comprehensive understanding of phenomena through different types of research (Patton, 1999). Triangulation is also explained as a qualitative

research strategy to validate the convergence of information from different sources (Carter et al., 2014).

Triangulation is beneficial to integrate different types of research into one research study to provide a multi-dimensional point of view to analyse the data and information.

3.2.5 Summary of type of research

This research will use triangulation across the whole research study. Firstly, we did the quantitative research through a focus group to understand the background, behaviour and experience from the consumer for the cosmetic industry in the Hong Kong market and based on insight to do further research by literature review to generate the questionnaire.

Following qualitative research that collects data through questionnaires with rating scale (Likert scale) 1 strongly disagree to 5 strongly agree through google form. Based on all the collected data to do the research analysis by SPSS a data analysis system from IBM.

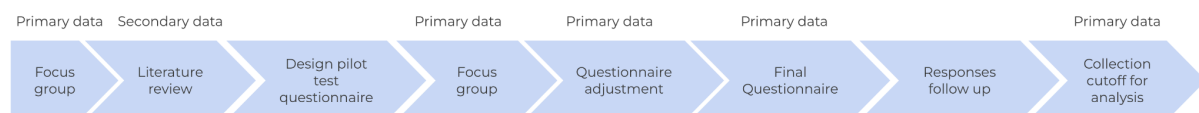
3.3 Data collecting

Data collection method is divided into two parts which are primary data and secondary data (**Morgan, 1997**). Primary research mainly is for first hand data collecting, such as focus groups, observation, questionnaire (**Bertrand & Bourdeau, 2010**). Secondary research is the analysis through the existing data of information such as academic journals, published reports, government statistics, etc (**Bowen, 2009**).

In this research report all collected data and information are the combination of primary and secondary data. Figure 3.2 shows the data collection process. Firstly collected valuable aspects from the focus group

and based on the key aspect to understand each individual variable's definition, measurement and relationship through the literature review. Then according to the literature review to establish the questionnaire for a pilot with a focus group to gather feedback from the questionnaire. At last based on the feedback to modify the final questionnaire and roll out.

Figure 3.2: Data collection process



Source: Contribute by author

3.4 Interpretation method

Completing the data collection through the questionnaire follows the process of data interpretation and determining the means of the analysis date and further implications. There are four major data analyses which are descriptive, reliability test, correlation and regression analysis.

3.4.1 Descriptive analysis

Descriptive analysis is a fundamental step for data analysis to summarize and describe the key features of the dataset. Purpose is to provide a clear and understandable overview from a large scale of raw data into a manageable and interpretable format **(Sarkar and Rashid, 2016)**.

Descriptive analysis generally measures by mean (average), standard deviation and frequencies. In this report will look into participants' overall preferences by mean (average) and the answer variance by standard deviation.

Standard deviation is the variance of the average. Table 3.1 shows the interpretation of standard deviation values. Interpret the result of standard deviation in lower values or close to 0 is less fluctuating from average, vise versa higher values is more fluctuating from the average **(Andrade, 2023)**

Table 3.1: Standard deviation value interpretation

Standard deviation value	Interpretation
0.0	Perfect comparison with consensus group
<1.24	Acceptable
1.25-1.49	Acceptable to marginal performance.
1.5-1.99	Marginal performance
>2.0	Unacceptable

Source: Contribute by author

In this report will interpret the standard deviation values from 0 to 1.24 as acceptable and over 1.25 is unacceptable.

3.4.2 Reliability analysis

Reliability analysis is used to analyse the consistency and stability of the measurements from a test, scale, or research instrument (Kothari, 2004). Purpose is to determine the trustworthiness of the collected data, also ensure the results are consistent and similar in the same measurement that is taken repeatedly in the same conditions.

According to Nunnally and Bernstein **(1994)** the reliability analysis interpretation shown as Table 3.4 is based on Cronbach's coefficient alpha. The value is higher than 0.90 is excellent, 0.80-0.89 is good, 0.07-0.79 is

acceptable, 0.60-0.69 is questionable, 0.50-0.59 is poor and less than 0.50 is unacceptable **(Collins, 2007)**.

Table 3.2: Coefficient of Cronbach's Alpha interpretation

Coefficient of Cronbach's Alpha (α)	Reliability level
>0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable.
0.60-0.69	Questionable
0.50-0.59	Poor
<0.50	Unacceptable

Source: Contribute by author

In this report will interpret the reliability level of Cronbach's coefficient alpha from 0.70 or above, any result less than 0.7 is considered to remove or modify the question.

3.4.3 Correlation analysis

Correlation analysis is a statistical measurement to describe the strength and direction of a linear relationship between two continuous variables. Correlation does not determine causation as correlations describe the relationship between variables but not one cause the other **(Jamieson, Govaart, and Pownall, 2023)**.

According to Hair *et al.* **(2007)** the interpretation of correlation coefficient as shown in Table 3.3 the range is from -1 to 1. The coefficient close to 1 is a

strongest positive correlation, -1 is a strongest negative correlation and close to 0 is weak or no linear correlation between the variables.

Table 3.3: Correlation Coefficient interpretation

Correlation Coefficient	Strength relationship
1 or -1	Strongest
$0.7 < r < 1$ or $-0.7 < r < -1$	Strong
$0.3 < r < 0.7$ or $-0.3 < r < -0.7$	Moderate
$0 < r < 0.3$ or $0 < r < -0.3$	Weak
0	Weakest

Source: Contribute by author

In this report will interpret the correlation coefficient based on Table 3.3 to describe the finding of relationship between variables.

3.4.4 Regression analysis

Regression analysis is a statistical tool used to model and analyze the relationship between a single dependent variable (the predicted outcome) and one or multiple independent variables (the factors). Purpose is to find a mathematical equation for a best description on changes between dependent variable and independent variable(s) (Montgomery, Peck and Vining, 2012).

Regression analysis interprets the result of a model summary that evaluates the fitness of the model and data by R-squared (R^2) values; ANOVA tables for testing the significance for the overall of the model and the coefficient show the importance of independent independent variables (Gujarati and Porter, 2009).

R-squared (R^2) is the coefficient of determination which is a statistical measure in the regression model to represent the proportion of the variance in the dependent variable that is predictable from the independent variable(s).

R-squared (R^2) interprets the linear relationship levels from 0 to 1. Table 3.6 shows the linear relationship level, the value close to 1 determines perfectly matches the predicted outcome, 0 represents no linear relationship between independent variables and outcome. Range between 0.1-0.99 determines the percentage of the variance that the model accounts for, for example 0.7 indicates 70% of variance (Wooldridge, 2019).

Table 3.4: Model summary R-squared (R^2) interpretation

R-squared (R^2)	Linear relationship level
1	Perfectly predict the outcome.
0.1-0.99	Percentage of the variance (0.7 equals to 70%)
0	No linear relationship

Source: Contribute by author

R-squared measures the linear relationship only, not the rating of good and bad for the model.

ANOVA tests an analysis of variance which is a statistical test for comparing the means of two or more groups. ANOVA test is a tool for determining any statistically significant differences between the average values of different populations (Howell, 2017).

According to Maxwell, Delaney and Kelley (2018) ANOVA tests observe the differences between means of the groups by statistically significant (α)

levels. The significance level (α) represents the probability of the null hypothesis rejection when it is actually true (a Type I error). Table 3.7 shows the common significance levels are 0.05, 0.01, and 0.001. The determination is 0.05 indicating 5% making a Type I error, 0.01 determining 1% of making a Type I error, and 0.001 is 0.1% of making a Type I error.

Table 3.5: ANOVA significance interpretation

ANOVA significance (α)	Significance Level
0.001	0.1% of making a Type I error
0.01	1% of making a Type I error
0.05	5% of making a Type I error

Source: Contribute by author

ANOVA test is a multifunctional statistical tool to compare means across multiple groups and provide valuable insights of the significant differences based on categorical independent variables. The significance shows the potential consequences of making a Type I error and the common practices (Howell,2017).

Coefficient significance from statistical models which is particularly in regression analysis and ANOVA. The significance of the estimated coefficients or the result of the overall model are statistically different from zero (or null value). Determining the independent variables in the model have a significant impact on the dependent variable. Coefficient significance is assessed and interpreted by null and alternative hypotheses, P-value, significance level (α) and the decision rule (**Howell,2017**).

Null and alternative hypotheses indicated the linear relationship between independent variable and dependent variable in regression analysis. Null

hypotheses (H_0) stand for the coefficient is equal to zero which is no linear relationship in between and alternative hypotheses (H_1 or H_a) means the coefficient is not equal to zero that indicate a statistically significant relationship in between (Montgomery, 2017).

P-value is the primary way to conduct the significance of the coefficient or the overall ANOVA model which examines the p-value related to the coefficient or the F-statistic that generated in ANOVA. It is observing the probability from the calculated sample data of the test statistic as extreme as or more extreme than (Hosmer, Lemeshow and Sturdivant, 2013). A small p-value provides evidence against the null hypothesis which is explained as less than or equal to a pre-determined significance level $\alpha = 0.05$.

The determination between p-value and significance level. If the p-value $\leq \alpha$ means the the null hypothesis is rejected which is the dependent variable has real affected on the independent variable; vise versa if the p-value $> \alpha$ the null hypothesis is not rejected with not enough statistical evidence to proof the coefficient is significantly different from zero (Wooldridge, 2019).

Through the four major data analyses descriptive, reliability test, correlation and regression analysis which helps to interpret the analysis of the collected data from the questionnaire.

3.5 Sampling method

For better data collection cluster sampling is the best option to represent the population and reduce sampling bias. However, based on the population in Hong Kong according to Census and Statistics Department

(2025) population in Hong Kong by year-end of 2024 were 7,534,200 which is not able to complete the target in a short period of time.

Sampling methods are the techniques for selecting a subset of individuals or items from a larger population that inferences for the whole. The major methods are probability sampling (random) and non-probability sampling (non-random). Probability sampling requires a sample frame, while non-probability sampling does not require a sample frame **(Acharya et al., 2013)**.

Probability sampling is where every member of the population has a known and non-zero chance for being selected into the sample scope. Allows the research to create statistical inferences about the entire population. As the probability of selection is known which probability samples are representative of the population and reducing sampling bias.

Advantages of probability sampling provides a different representative sample of the population compared to non-probability sampling to reduce bias. As the probability of selection is known therefore the sampling error can be calculated and create statistical generalizations about the selected population to provide a higher external validity.

However probability sampling can be complex and time consuming that requires more time for planning and resources especially for the stratified, cluster and multi-stage sampling. Probability sampling also requires a sampling frame for a list of population elements which is not always available. Probability sampling is potentially costly especially for geographically dispersed populations and may need an automatic dialing system to support.

Another sampling method is non-probability which provides a probability of each member for the selected population into the sample as unknown.

Non-probability sampling is common for exploratory research or not feasible for random sampling and non-probability samples cannot be reliably generalized to the entire population for the findings **(Acharya et al., 2013)**.

Non-probability sampling is categorized into three types which are convenience sampling for easy access, purposive sampling is based on researcher's judgment to select participants and snowball sampling is a chain referral that initial participants requested to refer to other individuals such as family and friends **(Anieting and Mosuhu, 2017)**.

Advantages of non-probability sampling provides a cost and time effectiveness for the whole process. Data collection can be faster and easier which does not require any sampling frame or list of population. Based on the collected data can provide initial insights and generate hypotheses about the topic.

On the other hand, non-probability sampling may cause bias as the sample size is not able to interpret the entire population then projected to biased results. Non-probability sampling can be subjectivity based on the researcher's judgment of the participant selection and difficult to calculate the sampling errors **(Etikan et al., 2016)**.

Although both sampling methods contain its advantages and disadvantages. An appropriate sampling method is more important for individual research study. As this research study without a sample frame to support therefore a snowball sampling will apply into this research study for initial insights about the selected topic.

The infeasibility of collecting data from the entirety of the population within the available temporal and financial constraints necessitates the use of sampling techniques to derive a representative subset for analysis.

(Taherdoost, 2016). This report based on the population in Hong Kong by year-end of 2024 were 7,534,200 then adopting Cochran's formula to a selected sample size based on the entire population.

Based on Cochran's formula **(1977)** is a tool for determining the ideal sample size for survey or experiment. This formula is specified to estimate population proportion with a specified level of confidence and margin error.

Firstly is to determine the sample size by the following formula $n = (Z^2 * p * (1 - p)) / E^2$.

Z-Score (Z) = corresponding confidence level

Proportion (p) = proportion of population

Margin of Error (E) = acceptable margin of error

According to Krejcie and Morgan (1970) the proportion (p) as 1 that lead to the maximum variance and produce the largest sample size. The acceptable margin of error (E) is calculated to be 0.1% (Taherdoost, 2017); Z-Score (Z) is 1.96 (95% of confidence level) (Moore, Notz and Flinger, 2013). Adopted to Cochran's formula the result of sample size is 384.16.

$$n = (1 \times 1.96)^2 / 0.1^2 = 384.16$$

Z-Score (Z) = 1.96 (for a 95% confidence level)

Proportion (p) = 1

Margin of Error (E) = 0.1

Lohr (2019) suggested sample size correction is needed for adjustment based on the population size of the research target area for adjustment by following the formula of $n_c = nN / (N + n - 1)$. Adopted to Hong Kong population with the formula $n_c = 384.16 \times 7,534,200 / (7,534,200 + 384.16 - 1) = 384.14$ the result of the target sample is 384.14, round up as 385.

According to the above, determining sample size with the assumed population adjustment in this research study required to collect 385 valid questionnaires.

3.6 Questionnaire design

Questionnaire design conducted basic research of the cosmetic industry from the existing information to understand the background and status of the industry. Following up with a focus group to collect first hand information as an insight from consumers preference and behaviour about the Hong Kong market. Then collecting secondary information through literature reviews to understand the selected variables and the relationship in between. Based on the literature reviews to create the research framework, hypotheses and generate the questionnaire.

3.6.1 First draft of questionnaire

The first draft was established on 26th December 2024 which was generated from the literature reviews that related to the variables and adjusted to fit for the cosmetic industry. All the reference questions with Coefficient of Cronbach's Alpha (α) over 0.7 in acceptable reliability levels. The questionnaire design was based on a five-point Likert scale (**Likert, 1932**) 1 as strongly disagree and 5 as strongly agree.

Table 3.3 shows the first draft of the questionnaire that contains thirty questions for the variables and two questions for descriptive only.

According to the Civil Service Bureau (**2025**) the official languages in Hong Kong are Chinese and English. According to the use of language in Hong Kong of the population aged 5 and over there are 96.0% of the population that can read Chinese and 57.7% of the population can read English

(Census and Statistics Department , 2021) therefore the questionnaire is bilingual which allows more participants to fill in the questionnaire. However, the content shows in English only and the full version with bilingual content is at the appendix 3.1.

Table 3.6: First draft of questionnaire

Variables	No.	Question
Social media marketing activities (SMMA)	ENT1	Fun on the social media is important for me before purchase.
	ENT2	Interesting contents shown on the social media is important for me before purchase.
	ENT3	The social media makes me feel enjoyable is important for me before purchase.
	INT1	Allows me to share its information on the social media is important for me.
	INT2	Possible to provide comments on the social media is important for me.
	INT3	Encourage to share information on the social media is important for me.
	TRN1	Contents shown are up to date on the social media is important for me.
	TRN2	Shows the latest product information on the social media is important for me.
	TRN3	Trendiness on the social media is important for me.
	CUS1	Offers customised information searches on the social media is important for me.
	CUS2	Provides customised service on the social media is important for me.
	CUS3	Can save the information that want to view later/ review on the social media is important for me.
	WOM1	Pass along information on the brand from social media to my friends is important for me.
	WOM2	Upload/ repost content from the social media on my social media is important for me.
	WOM3	Contents shows on the social media engage me to discuss with friends is important for me.
Consume experience (CX)	HX1	Feel enjoyable when I am shopping is important for me.
	HX2	Shopping makes me so immersed that I forget everything else.
	HX3	Can explore new products information by shopping is important for me.
	HX4	Shopping strengthens my desire to purchase.
	UX1	Can easily purchase what I need by using omnichannel is important for me.
	UX2	Can save money by using omnichannel is important for me before purchase.
	UX3	Price comparison by using omnichannel is important for me before purchase.
	UX4	Can make purchases without time constraints using omnichannel is important for me.
	UX5	Omnichannel shopping is convenient to use in many ways is important for me.
Brand trust (BT)	BT1	Trust this brand is important for me.
	BT2	This is an honest brand is important for me.
	BT3	This brand is safe to use is important for me.
Purchase intention (PI)	PI1	I will purchase cosmetic products.
	PI2	I would recommend others to purchase cosmetic products.
	PI3	I will continue purchasing cosmetic products after cost adjustment.
	01	Age
	02	Gender

Source: Contribute by author

3.6.2 Pilot test

A pilot test was organised when the first draft of the questionnaire was completed **(Fink, 2009)**. The purpose of the pilot test is to evaluate the feasibility and reliability of all questions that are able to achieve the reliability test in Hong Kong markets. According to the literature review done in chapter 2 the referral questions that were done by scholars for different regions, different industries, different age groups. Although the reference questions of coefficient α overall are over 0.7 through the reliability analysis and that may create deviation when applied to Hong Kong markets **(Saunders, Lewis and Thornhill, 2019)**.

Pilot test does not have a standard sampling size however may reference to rule of thumb approximately 10% of the overall sampling size **(Hertzog, 2008)**. Adopted into this research study 10% of 385 overall sampling size and there will be 38.5 and round up as minimum 40 valid questionnaires are needed.

In the meantime there is another focus group that has been organized with 10 participants on 16th January 2025. The main purpose for this focus group is to ensure the terminologies of the questions are easy to understand and straightforward enough for the participants to answer, are there any repetition of questions **(Bryman, 2016)**.

3.6.3 Summary of adjustment

According to the result of reliability analysis for the pilot test the coefficient α overall is over 0.7 which means all the questions are in acceptable reliability levels, result shown as Table 3.6. Also received positive feedback from the focus group participants. Based on the feedback and further cross check with the literature then create slight adjustments for some of the words to make it more clear for participants to answer.

Table 3.7: Reliability of pilot test

Reliability Statistics	
Variables	Cronbach's Alpha
Social media marketing activities (SMMA)	0.906
Consumer experience (CX)	0.807
Brand trust (BT)	0.818
Purchase intention (PI)	0.760

Source: Contribute by author

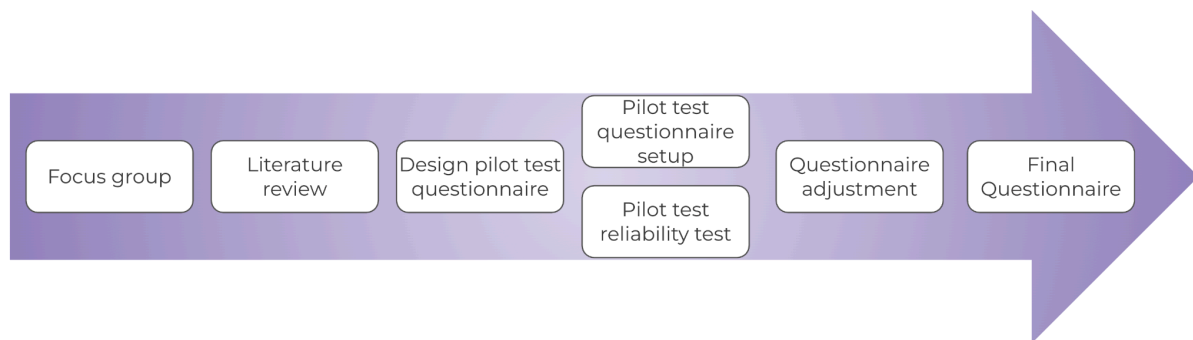
The entire questionnaire remains the number of questions that contains thirty questions for the variables and two questions for descriptive only, in total thirty two questions without deletion from the pilot test.

The final questionnaire was established on google form on 16th January 2025 to 14th February 2025 and distributed through emails, Whatsapp and any online communication system. The direct contact participants are also distributed to their family , friends and colleagues like a snowball. The whole duration is approximately one month. At the end 395 completed questionnaires with 100% valid which met the target of the sampling size that was calculated on section 3.5 with 385 valid questionnaires.

Figure 3.4 shows the full development process of the questionnaire from starting with a focus group by literature reviews then developing the

questionnaire for the pilot test. After the pilot test based on the analysis and feedback to modify the final questionnaire for the mass roll out.

Figure 3.3: Questionnaire design and development process



Source: Contribute by author

3.7 Research Ethics

Research ethics is the study of moral principles guiding research practices, ensuring integrity, accountability, and respect for participants. It spans disciplines, institutions, and cultural contexts, with evolving standards and practices **(Bowen, 2009)**.

Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are educated and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only **(City U, 2024)**.

For this research study has declared all the data and information confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only and all

the questionnaires will be destroyed in 90 days after the collection period, approximately destroyed by 16th May 2025.

4. Result analysis

After completing the collection of large questionnaire data, this chapter will analyze the data. First, the original data was imported into IBM SPSS and converted into graphs and tables in order to obtain a more intuitive description and analysis of the sample.

4.1 Population

The questionnaires were distributed between Jan 26th, 2024 and Feb 14, 2025 through online by google forms. A total of 395 responses were collected through the online survey. Based on the received questionnaires the age group and gender population as Table 4.1 which is not aligned with the latest population by the Hong Kong Census and Statistics Department **(2025)** population in Hong Kong by year-end of 2024 show in Table 4.2.

From the received data female participants is 86.33% and male is 13.67% compare to the current Hong Kong population female is 54.6% and male is 45.4%

Table 4.1: Population of participates

Total population of participate				
Age group	Participate	M (%)	F (%)	Total (%)
1. 19 or below	32	0.51	7.59	8.1
2. 20-24	108	4.05	23.29	27.34
3. 25-34	71	1.77	16.2	17.97
4. 35-44	90	3.8	18.99	22.79
5. 45-54	55	2.27	11.65	13.92
6. 55-64	30	0.76	6.84	7.6
7. 65 or above	9	0.51	1.77	2.28
All age group	395	13.67	86.33	100

Source: Contribute by author

Table 4.2: Population in Hong Kong by age

% of total population			
Age group	M	F	Total
1. 19 or below	7.2	6.6	13.6
2. 20-24	2	2	4.1
3. 25-34	5.5	6.5	12
4. 35-44	6.3	9.2	15.5
5. 45-54	6.4	9	15.3
6. 55-64	7.2	8.9	16.2
7. 65 or above	11	12.3	23.3
All age group	45.4	54.6	100

Source: Contribute by author

4.2 Descriptive analysis

Descriptive analysis generally measures by mean (average), standard deviation and frequencies. In this report will look into participants' overall preferences by mean (average) and the answer variance by standard deviation.

In descriptive analysis the **mean** is the **average** of a set of numerical data which is calculated by the summing of all values in the dataset and then dividing by the total number of values. The mean on table 4.3 is based on participants' answer from the scale 1 Strongly disagree to 5 Strongly agree. The mean over 3 which represents the preference from the participants and the highest mean from each variable is bold and text in blue.

Table 4.3 shows the mean and standard deviation of the final questionnaire. According to the result, focus on the highest mean and for all the individual variables and pull out the highest preference of questions from the related variables.

Table 4.3: Descriptive analysis result

Variables	Questions	Mean	Std. Deviation
Social media marketing activities (SMMA)	ENT1: Fun on social media is important for me before purchase.	3.81	1.011
	ENT2: Interesting contents shown on social media are important for me before purchase.	4.02	0.874
	ENT3: Social media makes me feel enjoyable is important for me before purchase.	3.94	0.963
	INT1: Allowing me to share its information on social media is important for me.	3.67	1.162
	INT2: Possible to provide comments on social media is important for me.	3.71	1.189
	INT3: Encouragement to share information on social media is important for me.	3.67	1.172
	TRN1: Contents shown on social media are up to date important for me.	4.3	0.86
	TRN2: Shows the latest product information on social media is important for me.	4.26	0.895
	TRN3: Trendiness of makeup trends on social media is important for me.	3.99	0.974
	CUS1: Offering customised information searches on social media is important for me.	3.98	0.972
	CUS2: Providing customised service on social media is important for me.	3.95	1.001
	CUS3: Can save the information that I want to view later/ review on social media is important for me.	4.22	0.895
	WOM1: Passing information on the brand from social media to my friends is important for me.	3.75	1.103
	WOM2: Uploading/ reposting content from social media into my social media is important for me.	3.63	1.143
	WOM3: Content shows on social media engage me to discuss with friends is important for me.	3.72	1.12
Consumer experience (CX)	HX1: Feeling enjoyable when I am shopping is important for me.	4.23	0.872
	HX2: Shopping makes me so immersed that I forget everything else.	3.12	1.193
	HX3: Can explore new product information by shopping is important for me.	3.83	0.942
	HX4: Shopping strengthens my desire to purchase.	3.67	1.098
	UX1: Can easily purchase what I need by using omnichannel, is important for me.	4.3	0.825
	UX2: Price comparison by using omnichannel is important for me before purchase.	4.34	0.795
	UX3: Can save money by using omnichannel shopping is important for me.	4.34	0.837
	UX4: Can make purchases without time constraints using omnichannel is important for me.	4.32	0.875
	UX5: Omnichannel shopping is convenient to use in many ways and is important for me.	4.35	0.8
Brand trust (BT)	BT1: Trust on the brand is important for me.	4.52	0.717
	BT2: Brand reliability is important for me.	4.59	0.649
	BT3: A safe brand image is important for me.	4.61	0.641
Purchase intention (PI)	PI1: I will purchase cosmetic products.	3.97	1.108
	PI2: I would recommend others to purchase cosmetic products.	3.65	1.137
	PI3: I will continue purchasing cosmetic products after cost adjustment.	3.72	1.025

Source: Contribute by author

The highest mean in social media marketing activities is 4.3 from TRN1 “Contents shown on social media are up to date is important for me”. That explains showing the latest contents on social media is important.

Consumer experience the highest mean is 4.35 question UX5 “Omnichannel shopping is convenient to use in many ways is important for me” shows that shopping through omnichannel convenience is most important.

Question BT3 is the highest meaning 4.61 in Brand trust “A safe brand image is important for me”. A safe brand image is important for people to trust the brand.

Above these three questions will further develop and consider the recommendation for the industries.

4.3 Reliability analysis

According to the result of reliability analysis from the final questionnaire the coefficient α overall is over 0.7 which means all the questions are in acceptable reliability levels, result shown as Table 4.4. The final result found that the overall coefficient α is higher than the pilot test result.

The final coefficient α for individual social media marketing activities is 0.945, consumer experience is 0.877, brand trust is 0.919, purchase intention is 0.840. The result reflects that the questions that gather from the literature review is reliability even if the samples of data are collected in different regions and industries it can consistently generate similar results.

Table 4.4: Descriptive analysis result

Reliability Statistics	
Variables	Cronbach's Alpha
Social media marketing activities (SMMA)	0.945
Consumer experience (CX)	0.877
Brand trust (BT)	0.919
Purchase intention (PI)	0.84

Source: Contribute by author

4.3 Correlation analysis

This section is based on the Pearson correlation coefficient to determine if the linear relationship between two continuous variables can be proved. The purpose is to identify the evidence of the linear relationship not the causations (**Jamieson, Govaart, and Pownall, 2023**).

Table 4.5: Correlations analysis result

		Correlations			
		SMMA	CX	BT	PI
SMMA	Pearson Correlation	1	.684 ^{**}	.453 ^{**}	.383 ^{**}
	Sig. (2-tailed)		<.001	<.001	<.001
	N	395	395	395	395
CX	Pearson Correlation	.684 ^{**}	1	.576 ^{**}	.415 ^{**}
	Sig. (2-tailed)	<.001		<.001	<.001
	N	395	395	395	395
BT	Pearson Correlation	.453 ^{**}	.576 ^{**}	1	.323 ^{**}
	Sig. (2-tailed)	<.001	<.001		<.001
	N	395	395	395	395
PI	Pearson Correlation	.383 ^{**}	.415 ^{**}	.323 ^{**}	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	395	395	395	395

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Source: Contribute by author

There are three numbers in each cell, the top shows the number of Pearson correlation coefficients (r), the second number is the significance value and the third is the number of respondents (N). In this report will interpret the correlation coefficient based on Table 3.3 in section 3.4.3 to describe the finding of relationship between variables. The coefficient close to 1 is a strongest positive correlation, -1 is a strongest negative correlation and close to 0 is weak or no linear correlation between the variables.

Table 4.5 shows that Sig.=<0.001<0.05 for all four variables then have to look at the r value to interpret the relationship in between.

Social media marketing activities (SMMA) the r value between consumer experience (CX) is 0.684 is a moderately relationship. The r value between brand trust (BT) is 0.453 also is a moderate relationship and r value

between purchase intention (PI) is 0.383 which is a weak positive relationship.

Consumer experience (CX) the r value between brand trust (BT) is 0.576 and r value between purchase intention (PI) is 0.415 both are in moderate relationship. The r value between brand trust (BT) and purchase intention (PI) is 0.323 which is a weak positive relationship.

The summary of the correlation result found that the relationship between these four variables are weak positive to moderate relationships. That proved the assumption of the research framework caretes a linear hypothesis is established.

4.3 Regression analysis

Regression analysis interprets the result of a model summary that evaluates the fitness of the model and data by R-squared (R^2) values; ANOVA tables for testing the significance for the overall of the model and the coefficient show the importance of independent independent variables (Gujarati and Porter, 2009).

Overall regression analysis has been done in two rounds. Based on the first attempt the significance of brand trust is larger than 0.05 which is not statistically significant. According to UC REGENTS (2024) coefficients having a p-value of 0.05 or less would be statistically significant therefore brand trust has been removed at the second attempt, as the result all the significance are less than 0.05, there are two rounds of attemption (Hosmer, Lemeshow and Sturdivant, 2013).

Table 4.6: Model summary

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.189	.85583

a. Predictors: (Constant), CX, SMMA

b. Dependent Variable: PI

Source: Contribute by author

In the model summary table Table 4.6 shows the value of R-squared (R^2) is 0.193 which implies the 19.3% for data variation can be interpreted by the model.

Table 4.7: ANOVA table

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.500	2	34.250	46.762	<.001 ^b
	Residual	287.116	392	.732		
	Total	355.616	394			

a. Dependent Variable: PI

b. Predictors: (Constant), CX, SMMA

Source: Contribute by author

Table 4.7 the ANOVA table reveals that the value of Sig. is <0.001 which is less than 0.05. So the regression model was overall significant.

Table 4.8 is the final result of the regression analysis as the first attempt to brand trust Sign. $\Rightarrow 0.05$ therefore will not be considered in the regression analysis when it is re-run for a second attempt.

Table 4.8: Coefficients table

Coefficients ^a								
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error		Beta			Tolerance	VIF
1	(Constant)	1.198	.274		4.377	<.001		
	SMMA	.258	.081	.197	3.163	.002	.531	1.882
	CX	.405	.090	.280	4.496	<.001	.531	1.882

a. Dependent Variable: PI

Source: Contribute by author

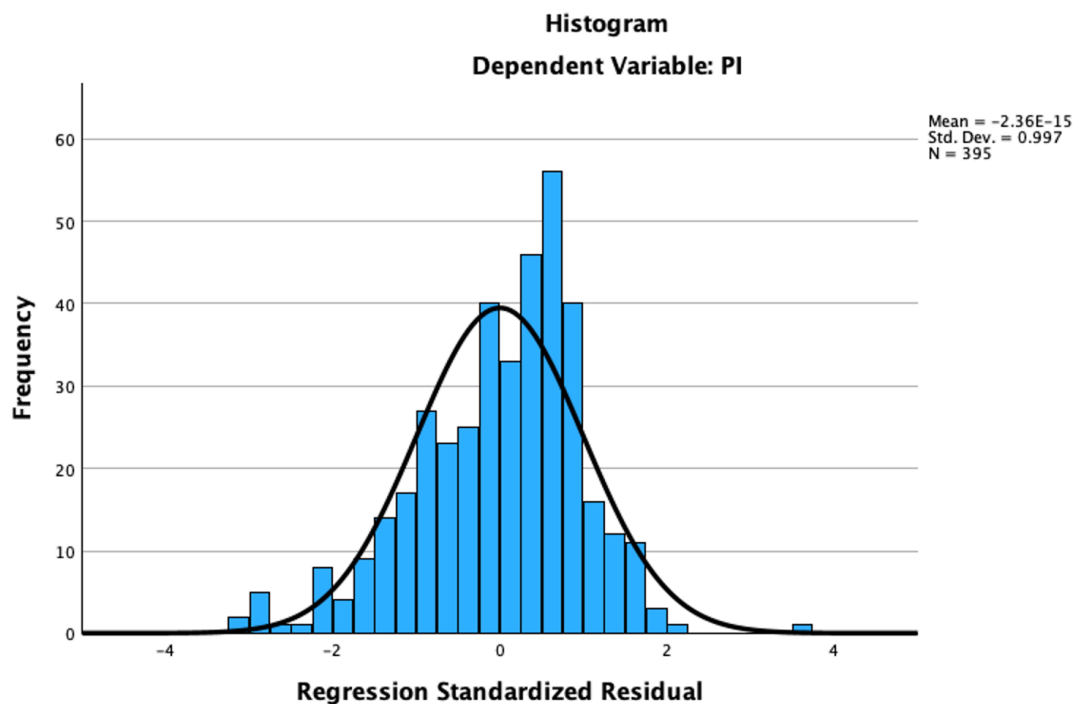
The Coefficients table shows that social media marketing activities (SMMA) and consumer experience (CX) are significant independent variables since the Sign $\neq 0.002$ and < 0.001 which is < 0.05 .

According to Gujarati and Porter (2009) the reminder variables have a significant impact on the dependent variable and remove variables less or without significant impact on the dependent variable. In summary social media marketing activities (SMMA) and consumer experience (CX) are the significant independent variables impact on the dependent variable purchase intention (PI).

Figure 4.1 the histogram of the regression standardized residuals for a dependent variable named purchase intention "PI". This histogram is overlaid with a normal distribution curve. The plot provides information about how the residuals (the differences between the observed values and the values predicted by the regression model) are distributed (**Cohen et al., 2013**).

The black curve represents a theoretical normal distribution and the blue bars represent the frequency of residuals falling within different ranges (Field, 2018)

Figure 4.1 Histogram of the regression standardized residuals



Source: Contribute by author

The overall shape of the histogram appears close to a bell-shaped with the highest frequency of residuals clustered around zero. The frequency of residuals of the blue bars falling within different ranges and more to the right.

In summary, the histogram suggests that the assumption of normally distributed residuals is reasonably met for this regression analysis, although some minor deviations might exist.

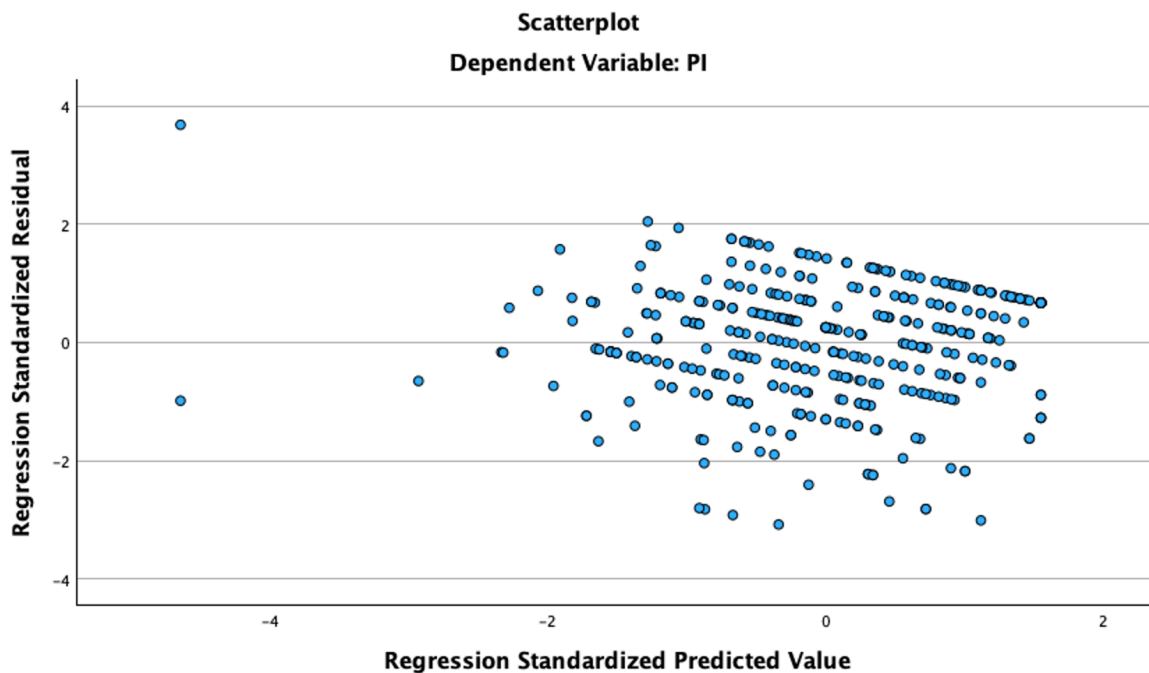
Scatterplot of the regression standardized residuals, a type of plot crucial for assessing several key assumptions of linear regression (Cohen *et al.*, 2013).

A well-fitting linear regression model that satisfies its assumptions, should exhibit the random scatter with the residuals randomly scattered around zero, forming a horizontal band with no discernible pattern (**Field, 2018**).

According to **Hair et al., (2019)** scatterplot is determined by homoscedasticity (Constant Variance) the spread variance of the residuals is roughly constant across all levels of the predicted values. The width of the band of points should be consistent from left to right. Also no systematic Patterns with no clear curves, funnels, or other systematic patterns in the residuals.

.

Figure 4.2 Scatterplot of the regression standardized residuals



Source: Contribute by author

The result shown on Figure 4.2 is that the majority of the residuals appear to be centered around the horizontal line at zero. The result of the model is not systematically over- or under-predicting the dependent variable across the range of predicted values.

The spread of the residuals are consistent for predicted values between approximately -1 and 2. However, there are a few outliers with larger residuals, particularly on the left side of the plot which is around -4 for the predicted value.

As a result a subtle downward trend in the central cluster of points, as the predicted values increase from around -1 to 2. It's not a strong pattern which is a potential slight negative trend. There is a noticeable cluster of points forming almost horizontal lines or bands, especially for predicted values between -1 and 2. This is not an ideal since the model might not be capturing some underlying structure in the data (**Cohen et al., 2013**).

The current result explained that the banded structure of the residuals indicated that a strictly linear model might not be the best fit for the data. Also there is potential omitted variable bias as the patterns could also indicate which are from other systematic factors influencing the dependent variable and not included in the current model (**Field, 2018**)

In summary, this residual plot interprets the current linear regression model for purchase intention (PI) might not be fully adequate. Further investigation into potential non-linear relationships, omitted variables, and the nature of the outliers is recommended to improve the model's fit and the reliability of its results (Fox, 2015).

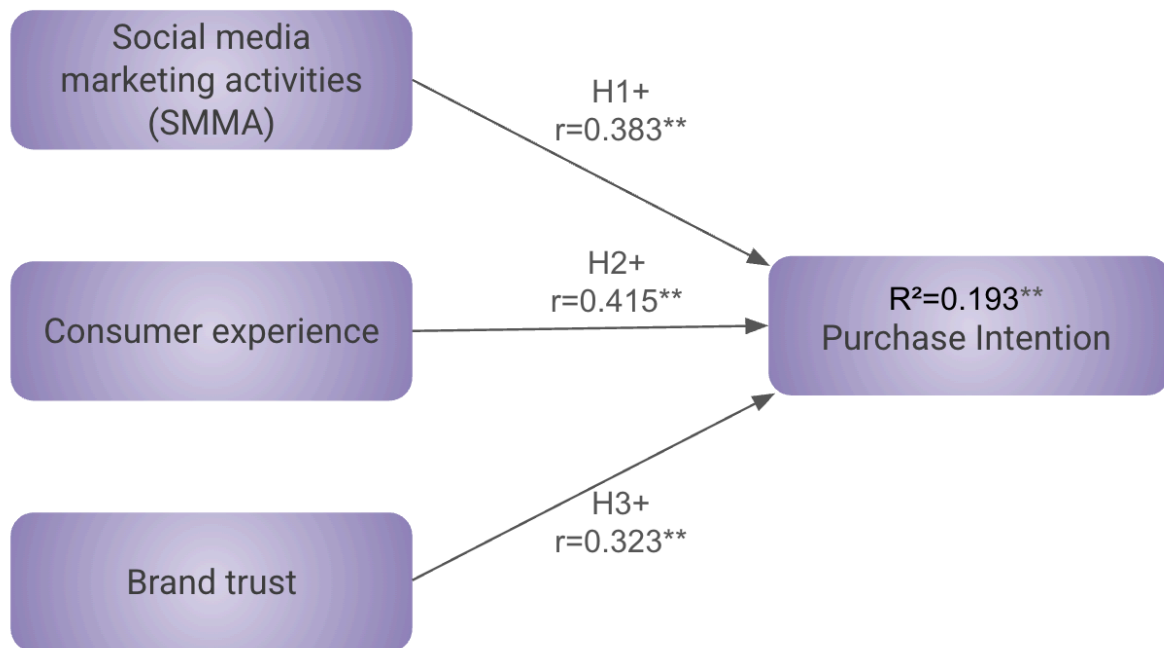
4.4 Summary of research findings

According to these research models, the results indicate that between social media marketing activities, consumer experience and brand trust may not have a significant linear relationship with purchase intention. Through the descriptive analysis an interesting point of view from the individual variables.

Based on the correlation analysis, the relationship between these four variables are weak positive to moderate relationships from the research framework. Although the significant level of relationship is not high, it is still interrupted by the two important variables that influence the purchase intention which are social media marketing activities and consumer experience.

On the other hand, the regression analysis explained the current linear regression model for purchase intention might not be fully adequate and there are potential omitted variables bias and systematic factors influencing the dependent variable and not included in the current model.

Figure 4.3 Summary of result



Source: Contribute by author

Figure 4.3 Summary of result

Hypotheses	r	Test result
Social media marketing activities influence purchase intention by omnichannel for cosmetic industry in Hong Kong	0.383**	Support
Consumer experience influence purchase intention by omnichannel for cosmetic industry in Hong Kong	0.415**	Support
Brand trust influence purchase intention by omnichannel for cosmetic industry in Hong Kong	0.323**	Support

Source: Contribute by author

** . At significant at the 0.01 level (1-tailed) of correlation test/regression

* . At significant at the 0.05 level (1-tailed) of correlation test/regression

5 Conclusion and Recommendations

This section will summarise the findings from the entire report and based on data analysis to provide recommendations of individual variables for the cosmetic industry and the further suggestions.

5.1 Conclusion

This study looked into the cosmetic industry through the key aspects between social media marketing activities, consumer experience, brand trust and purchase intention, particularly omnichannel. Consumer experience emerges as a significant driver, with findings indicating that stratification of experience ($r = 0.415^{**}$) as a critical role in shaping users' probability to engage in purchasing. This enhances the notion that consumer experience is important for the cosmetic industry aiming to encourage adoption.

Social media marketing activities conduct entertainment, interactional, trendiness, customization and WOM with a significant driver ($r = 0.383^{**}$) to engage probability of purchasing. The result shows brand trust with a less significant driver for purchase intention.

After analysing all the collected data and comparing it with the literature review shows that consumer is the core factor for the probability of purchasing. As the assumption of the research framework all the independent variables with linear relationship with the dependent variables. However, the regression analysis shows that there are two independent variables that are important to the dependent variables which are social media marketing activities and consumer experience.

The correlation analysis shows social media marketing activities have the strongest relationship with consumer experience and brand trust also has the strongest relationship with consumer experience. The overall relationship with purchase intention is weak.

5.2 Recommendations

According to the outcome from chapter 1 the assumption of social media marketing activities, consumer experience and brand trust have positive significance relationships with purchase intention are established. These three variables influence the consumers' purchase intention in the cosmetic industry through omnichannel and the recommendations for the above three variables are below.

5.2.1 Recommendations for social media marketing activities

The highest mean from social media marketing activities is TRN1 "Contents shown on social media are up to date important for me." that reflect participants' preference for up to date content on social media increased the purchase intention (Winarno and Indrawati, 2022). From Liadeli, Sotgiu and Verlegh (2023) point of view the information trendiness on social media influences consumers to purchase by creating engagement and making the consumer feel they are on trend purchasing from the brand.

Social media world is always changing and it is essential for social media to update the information regularly. The frequency of updates can be daily, weekly, monthly or quarterly which can initiate a habit for the views to check-in constantly and be more reliable on the information that you share. Also suggest a monitoring team to support which can promptly

respond to the comments to create real time interactions and take the feedback for further stetarg and plan if appropriate.

The update information should be shared consistently across all platforms and all channels. Ensure the social media team communicates effectively with other departments and align all the messages and respond. Also support the team to enhance their skill set to create interactive and eye catching content to engage interaction with consumers or followers.

Last but not least, to ensure the updates information can be delivered to the consumers or followers successfully, can set up the notification and push to all the subscribers not only through the social media but also emails, phone messages or support with the physical shop. These actions also can initiate habit and engage connections with consumers and subscribers to visit the social media account regularly.

5.2.2 Recommendations for consumer experience

The highest mean from consumer experience is UX5 "Omnichannel shopping is convenient to use in many ways and is important for me." that reflects participants' preference for convenience in omnichannel is the major factor that influences purchase intention (Gerea, Gonzalez-Lopez and Herskovic, 2021). According to Gahler, Klein and Paul (2022) business should collaborate with technology to provide a fluid, convenient experience for the consumer.

Enhancing consumer experience it is essential for retailers to combine offline and online into one complete strategy and retailers can focus on three gates which are pre-purchase, during purchase and post-purchase (Furquim et al., 2022).

Improved the platform interface for consumers to easily find and decide which consumer can easily be searched by categories, function or price. Product demonstration and product comparison are needed which can support consumers to identify product features and information to engage in the decision making.

For further leverage the platform can provide personal customization for users to customize the platform function and search utilities in their individual accounts which can be based on the preferences to enhance the use of experience.

A simple and easy checkout for consumers is needed. Seamless the checkout process for consumers can checkout as a guest without creating an account. Before processing the payment, the cost details including tax, promotion or coupon should display clearly and transparently. Consumers can save payment methods for the next purchase then create a one-click or express checkout instead of typing delivery and payment information every single time. Also support with multiple payment options such as credit/debit cards, digital wallets, buy now pay later

As omnichannel is the new style for retail, there should be no limitation for consumers to purchase in a single way. Consumers can purchase in multiple ways such as shopping online and collecting the purchase offline or even vice versa shopping offline and items will be sent by delivery. Consumers have more flexibility for shopping and can choose whatever is convenient for them.

In the entire purchasing journey after services are also important, especially delivery and returns. After purchase will create an excitement for consumers to receive the purchased item as soon as possible. Therefore can provide different delivery options for consumers, including curiure

options, dispatch time and speed. Also provide tracking for consumers to track on the status.

Once the item is well received, if a consumer has any questions or concerns about the product and services consumer can contact any platform within the brand for further support. Customer services team may provide guidance based on the concerns and follow up with the corresponding team either online or offline which can provide more flexibility and convenience for consumers.

5.2.3 Recommendations for brand trust

The highest mean from brand trust is BT3 “A safe brand image is important for me.” that reflects participants' preference for brand safety is the major factor that influences purchase intention (Vargo, Hopp and Agarwal, 2024). Meanwhile Bishop (2021) suggests that brand safety is a major factor that influences consumer consideration to purchase, brand safety includes product or services, data, transactional and brand reputation.

Product or service safety is always the major concern for the consumer, especially for cosmetic industries that product is not safe may cause allergy or disfigurement. Therefore rigorous testing and quality control is required. Implement stringent quality control through the entire process from design development, manufacturing and distribution process to ensure the full process is satisfied with the industries standards and regulations. Those tests and quality control except self supervision or authorise third party laboratory for certification and accreditations. Last but not least, use of ingredients and care instructions are clearly listed on the packaging to communicate with consumers.

In recent years consumers get used to shopping online therefore privacy and security are also important. Transparent to the consumer about the

purpose and method of data collections, with completed relevant data privacy regulations and well communicated with the consumer about the privacy policy in an easy to understand method. Besides the privacy of personal data, transaction safety is also important. Provide secure and safe payment methods for consumers by utilising the payment gateways and encryption technologies to secure financial information during the payment process, such as one time password. Reveal the security badges and certifications on the payment pages before transaction.

Building reliable and trustworthy images is important for a business. Deliver the business promises regarding product performance and safety consistently and also act ethical and responsible consistently. Promptly and seriously respond to all safety related inquiries and complaints and honestly to communicate about the safety issues and solutions. Also engage and demonstrate that safety is the community commitment and deliver the message to the consumer their safety is the priority.

The above recommendations are the key initiative of social media marketing activities, consumer experience and brand trust that can influence and engage consumers purchase intention.

5.3 Research limitation and future research

The research limitation may be caused by the sampling method that was selected for this research study. As this research study without a sample frame to support therefore a snowball sampling was applied into this research study. Snowball sampling may cause bias as the sample size is not able to interpret the entire population then projected to biased results.

The bias can be shown by the population of participants over 86% is female which is not able to refer to the actual population in Hong Kong as

the population is 54.6% female and 45.4% of male. Not only gender but also uneven age group distribution.

Future research can continue with non-probability sampling to select participants instead of snowballs. Select participants can avoid the uneven gender and age group distribution. During the data collection process can follow up with the percentage of participants and based on the response percentage adjust to select accordingly. Of course, if time and budget is allowed, cluster sampling is the best option to represent the population and reduce sampling bias.

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Study on Purchase intentions for Beauty products 化妝品的購買意願研究

Hi, I am a Master of Business Administration (MBA) student at UWTSD, UK. I am now conducting a research about the purchase intention on beauty products in Hong Kong that focus on social media marketing activities, consumer experience and brand trust for my dissertation study.

This questionnaire will have 2 sections and will take 5-10 minutes only. This survey is anonymous. All information collected will be treated with strict confidentiality, used for academic purposes only. Will not be disclosed or used for commercial purposes. Please feel assured to complete the questionnaire. Your feedback is valuable for our research. Thank you for your participation and support!

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此問卷分為兩部分，僅需5-10分鐘完成。此問卷採取不記名的方式填寫，所有收集的資料將嚴格保密，僅用於學術用途，不會向外公開或作任何商業用途，請放心填寫。您的意見對於我們的研究非常寶貴，衷心感謝您的參與與支持！

* Indicates required question

Section 1 第 1 部分

In this section, please answer the following questions from the perspective of purchasing beauty product.

1 means "Strongly disagree" and 5 means "Strongly agree". Using the scale below, please select your answer to each of the following questions (You can only choose one number for each sentence).

本節內容，請以購買化妝品的立場回答以下問題。

1表示“非常不同意”，5表示“非常同意”。請使用下面的量表選擇下列每題的答案（每句只能選一個數字）。

Social media marketing activities

社交媒體行銷活動

1. Fun on social media is important for me before purchase. *

在購買之前，社交媒體上帶來的樂趣對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

2. Interesting contents shown on social media is important for me before purchase. *

在購買之前，社交媒體上展示有趣的內容對我來說是重要的。

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1 2 3 4 5

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不非常同意

3. Social media makes me feel enjoyable is important for me before purchase. *

在購買之前，社交媒體讓我感到愉快對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

4. Allowing me to share its information on social media is important for me. *

容許我在社交媒體上分享其信息，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

5. Possible to provide comments on social media is important for me. *
- 容許我在社交媒體上發表評論，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

6. Encouragement to share information on social media is important for me. *
- 在社交媒體上參與分享資訊，對我來說很重要

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

7. Contents shown on social media are up to date is important for me. *
- 社交媒體上顯示的內容是最新的，對我來說是重要的。

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Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

8. Shows the latest product information on social media is important for me. *
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9. **Trendiness of makeup trend on social media is important for me.** *
- 在社交媒體上的流行趨勢，對我來說是重要的。

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1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

10. **Offering customised information searches on social media is important for me.** *
- 在社交媒體上能提供客製化的資訊搜尋，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

11. **Providing customised service on social media is important for me.** *
- 在社交媒體上能提供客製化服務，對我來說是重要的。

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12. **Can save the information that I want to view later/ review on social media is important for me.** *
- 在社交媒體上能保存想稍後查看/重看的內容，對我來說是重要的。

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13. **Passing information on the brand from social media to my friends is important for me.** *

透過社交媒體向我的朋友傳遞品牌訊息，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

14. **Uploading/ reposting content from social media into my social media is important for me.** *

能上傳/轉發社交媒體上的內容到我的社交帳號，對我來說是重要的。

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不非常同意

15. **Content shows on the social media engage me to discuss with friends is important for me.** *

社交媒體上的內容引起我與朋友討論，對我來說是重要的。

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Consumer Experience

購物體驗

16. **Feeling enjoyable when I am shopping is important for me.** *

享受購物的時帶來的樂趣，對我來說是重要的。

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購物讓我沉浸其中，忘記了其他一切。

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Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
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18. **Can explore new product information by shopping is important for me.** *

我可以透過逛街來探索新產品的資訊，對我來說是重要的。

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逛街增強了我的購買慾望。

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Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

21. Price comparison by using omnichannel is important for me before purchase. *

在購物前能透過全通路/全渠道進行價格比較，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

22. Can save money by using omnichannel shopping is important for me. *

透過全通路/全渠道購物能節省金錢，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

23. **Can make purchases without time constraints using omnichannel is important for me.** *

能夠透過全通路/全渠道不受時間限制地進行購物，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

24. **Omnichannel shopping is convenient to use in many ways is important for me.** *

全通路/全渠道購物在許多方面使用起來都很方便，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

Brand trust

品牌信任度

25. **Trust on the brand is important for me.** *

品牌的信任度對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

26. **Brand reliability is important for me. ***

品牌可靠性對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

27. **A safe brand image is important for me. ***

安全的品牌形象對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

Purchase intention 購買意慾

Please based on the brand that you usually purchase.

請根據你經常購買的品牌作答以下問題。

28. **I will purchase cosmetic products. ***

我會購買美妝產品。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
不非常同意

29. I would recommend others to purchase cosmetic products. *
我會推薦他人購買美妝產品。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
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30. I will continue purchase cosmetic products after cost adjustment. *
格價調整後我依然會購買美妝產品。

Mark only one oval.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意
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Section 2: Personal Information

第 2 部分：個人訊息

31. 1. 年齡 (Age) *

Mark only one oval.

- ☐ 1. 19 orBelow
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☐ 3. 25-34
☐ 4. 35-44
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☐ 7. 65 or above

32. 2. 性別 (Gender) *

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Google Forms

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1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

2. **Interesting contents shown on the social media is important for me before purchase.** *

在購買之前，社交媒體上展示有趣的內容對我來說是重要的。

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3. **The social media makes me feel enjoyable is important for me before purchase.** *

在購買之前，社交媒體讓我感到愉快對我來說是重要的。

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4. **Allows me to share its information on the social media is important for me.** *

容許我在社交媒體上分享其信息，對我來說是重要的。

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1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

5. Possible to provide comments on the social media is important for me. *

容許我在社交媒體上發表評論，對我來說是重要的。

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree 非常同意

6. Encourage to share information on the social media is important for me. *

在社交媒體上參與分享資訊，對我來說很重要

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree 非常同意

7. Contents shown are up to date on the social media is important for me. *

社交媒體上顯示的內容是最新的，對我來說是重要的。

Mark only one oval.

	1	2	3	4	5	
Stro	☐	☐	☐	☐	☐	Strongly Agree 非常同意

8. Shows the latest product information on the social media is important for me. *

在社交媒體上顯示最新的產品資訊，對我來說是重要的。

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1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

9. Trendiness on the social media is important for me. *

在社交媒體上的流行趨勢，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

10. Offers customised information searches on the social media is important for me. *

在社交媒體上能提供客製化的資訊搜尋，對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

11. Provides customised service on the social media is important for me. *

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12. **Can save the information that want to view later/ review on the social media is important for me.** *

在社交媒體上能保存想稍後查看/重看的內容，對我來說是重要的。

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13. **Pass along information on the brand from social media to my friends is important for me.** *

透過社交媒體向我的朋友傳遞品牌訊息，對我來說是重要的。

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Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

14. **Upload/ repost content from the social media on my social media is important for me.** *

能上傳/轉發社交媒體上的內容到我的社交帳號，對我來說是重要的。

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透過全通路/全渠道購物能節省金錢，對我來說是重要的。

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Brand trust

品牌信任度

25. Trust this brand is important for me. *

信任這個品牌對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

26. This is an honest brand is important for me. *

這是一個誠實的品牌對我來說是重要的。

Mark only one oval.

1 2 3 4 5

Stro ☐ ☐ ☐ ☐ ☐ Strongly Agree 非常同意

27. This brand is safe to use is important for me. *

這個品牌能安全使用對我來說是重要的。

Mark only one oval.

1 2 3 4 5

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Purchase intention

購買意慾

28. I will purchase cosmetic products . *

我會購買美妝產品。

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- ☐ 女 (Female)

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Google Forms

Master of Business Administration

Research Proposal

Student Name: Chan Lok Lam Frebie

Student Number: 2322643

Table of content

I Table of Contents

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1. Introduction

1.1 Background

1.2 Research Questions

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1. Introduction

This chapter will provide the background of this research. Firstly describe the industry that focuses on, what is about and what are the challenges currently. Follow with the research gap, questions and objectives.

1.1 Background

Hong Kong as an international city, also called "Shopping Paradise". As a shopping paradise there are numerous shops and shopping centres in Hong Kong. By observing almost all of the shopping malls, the ground floors are full of beauty brands and all are big international brands, such as Bobbie Brown, Charlotte Tilbury, MAC, Estee Lauder, etc. According to the Volume Index of Retail Sales by Type of Retail Outlet in 2023 the top three of year of year growth are Alcoholic drinks and tobacco (+143.2%), second is Jewellery, watches and clocks, and valuable gifts (+52.3%) and third is Medicines and cosmetics (+35.7%) (Census and Statistics Department , 2024).

Beauty items such as foundation, eye shadow, mascara etc, also providing makeup service through physical and online stores. Nowadays beauty brands not only provide cosmetics items but also essential skin care items, for example moisturisers, facial masks, cleansers etc.

Beauty products actually play a main role in the Hong Kong retail market. Overview of the 2023 Hong Kong economy although the GDP has dropped at the same time the luxury goods industry including jewellery cosmetics and department stores compared to last year have been raised 4% (PWC HK, 2024). PWC (2024) forecast online retail sales will go downward however it is still a great opportunity for those retailers to provide online

and offline retail which brings benefits not only to the consumers but also the retailers. It can create engagement through online and offline then also create a better experience for their consumers.

During the focus group that was done by 17th November 2024 with 10 participants. Asked the question “ Will you purchase beauty online?” Most of the participants answered will not purchase beauty products online if they never used them. The participants also mentioned that in physical stores they can touch and feel the products. Also there are makeup artists who can demonstra how to use the product and answer their questions directly. Online purchasing is for continued purchase or there are no physical stores in Hong Kong.

Also asked “Have you followed the social media of the brand that you usually purchased? And Why?” Participants answered yes, as they would love to follow the brand that they usually purchased to gather latest information from the brand, such as new launch product, sale & promotion, makeup tips and event & campaigns. Participants also said, some of the beauty brands regularly share makeup and skin care tips by professional and makeup artists. The sharing really helps especially for the new launch product then they can follow the tips and steps and apply them to themselves.

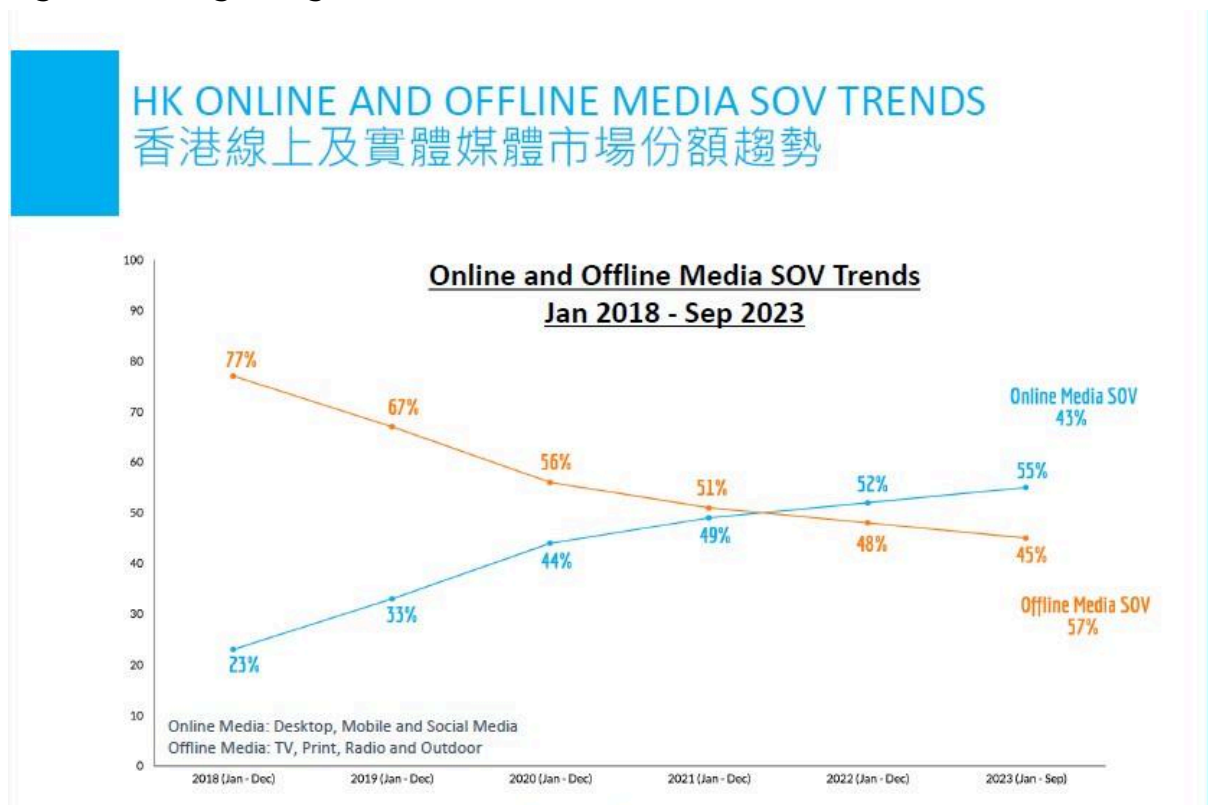
The following asked the participants “Have you ever purchased a beauty product that was attracted by social media which you never tried?” Most of the participants answered not really, because they relied more on the word of mouth from their family and friends who have physically tried the product/ brand. However, one participant said that she experienced once recently, as she saw the advertisement very often on social media then drew her attention to purchase the product. Also the product function is

what she is looking at and the brand is a big and international brand in the beauty industry therefore she gives it a try.

Based on the focus group we found that consumers are tending to purchase beauty products physically, especially for new items. As they can touch and try, also there is support by personal selling. If they have any questions about the product there are professional to answer their questions and demonstra the use of the product as well. Consumers tread the online purchase platform as a support.

Social media is more like an engagement platform in between the brands and consumers. Consumers can track the latest news and look for the information that they want through social media which is connected with the trend of today. According to the Hong Kong online and offline media SOV trends from Jan 2018 - Sep 2023 shows that online media is going upward from 23% (2018) to 55% (2023). On the other hand, offline media is from 77% in 2018 dropped to 45% in 2023 which is a vice versa (Lighthouse Independent Media, 2024).

Figure 1: Hong Kong online and offline media sov trends

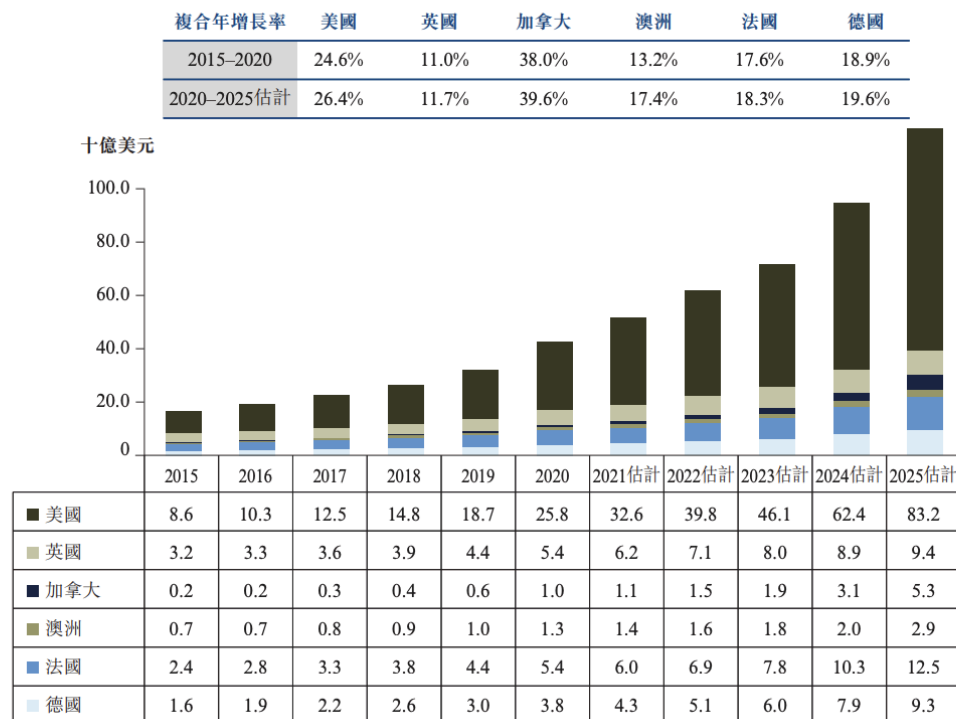


Sources: (Lighthouse Independent Media, 2024)

According to the Online beauty product retail market 2015 to 2025 forecast it continues rising in the mentioned five countries which are United State, British, Canada, Australia, France and German (HKEX, 2020). Especially under COVID-19 the online sales is from 9.6% in 2019 then raised to 31.3% in 2020 quarter two (HKEX, 2020).

Figure 2: Online Beauty Products Retail Market - Market Size and Growth by Region, 2015-2025 Estimation

網上美容產品零售市場 — 主要地區的市場規模及增長，二零一五年至二零二五年估計



Sources: (HKEX, 2020)

1.2 Research Motivation (Gap)

Based on industry background and the information through the focus group we can understand that consumers are willing to purchase beauty items offline and online is more likely as a supporting platform.

On the other hand, consumers will follow the social media of their loved and trusted brands. Based on the observation social media may not always attract new consumers to purchase, even there are successful cases but just very little.

Therefore in this research study we can focus on one of the overall top 10 beauty brands on social media, Charlotte Tilbury (Feehan, 2024). We can study Charlotte Tilbury, a British cosmetic brand, how they create interaction and engagement with their potential consumer through social media then create the purchase intention.

Figure 3: Overall Top 10 Beauty Brands on Social Media

Overall Rank	Beauty Brands	📷 Rank	🎵 Rank	f Rank	🐦 Rank
1	Rare Beauty	1	1	1	2
2	Fenty Beauty	7	2	10	5
3	Sol de Janeiro	3	3	2	90
4	Glow Recipe	8	5	9	26
5	Huda Beauty	2	6	61	3
6	e.l.f. Cosmetics	12	9	16	15
7	LANEIGE	4	8	51	30
8	OPI	6	15	21	32
9	Glossier	5	23	25	9
10	Charlotte Tilbury	19	13	19	17

Source: (Feehan, 2024)

1.3 Research Question

The whole research will be around the below three research questions, firstly found out the key factors that created the purchase intention in beauty industries. Second, understand the relationships between the factories. Third based on the finding to provide practical suggestions for the beauty industries.

- 1.What factors created the purchase intention in beauty industries?
- 2.What are the relationships between the factories?
3. Practical suggestions?

1.4 Research Objective

The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries.

1.5. Concluding Summary

This chapter has provided the background of this research. Firstly describe the beauty industry with definition, what is about and what are the challenges currently. Following the research gap that was discovered by the focus group then generated the research questions and objectives.

Through the case study of Charlotte Tilbury how the brand created interaction and engagement with their potential consumer through social media then created the purchase intention.

2. Literature Review

This chapter will provide the definitions and measurements for the factors from the research framework, which are social media marketing activities, consumer experience and brand love and trust.

2.1 Social media marketing activities

Social media marketing activities (SMMA) is important for a business, organization, enterprise or a person to create interactions and connections with other users and content. An organization can integrate activities through social media to communicate, interact and influence then drive the marketing strategy (Li, Larimo and Leonidou, 2020).

2.1.1 Measurement of Social media marketing activities

Social Media Marketing activity is constructed by entertainment, interaction, trendiness, trendiness, customization, WOM. Each of the constructions can be measured as below (Zarei, Farjoo and Garabollagh, 2021).

Entertainment can be measured by fun and the contents shown are interesting.

Interaction can be measured by allowing people to share information with others, possible to have a conversation or comment sharing and easy to deliver opinions.

Trendiness can be measured by the contents being up to date and showing the latest product information.

Customization can be measured by offering customized information searches and providing customized service.

WOM can be measured by willing to share the brand, product or services from social media with others and willing to upload or repost the content from the social media to personal social media or blogs.

2.2 Consumer experience

Consumer experience is a multidimensional construct by comprising cognitive experience (THINK), sensory experience (SENSE), affective experience (FEEL), physical experience, behaviors and lifestyles (ACT), and social-identity experience (Verhoef et al., 2009),

2.2.1 Measurement of Consumer experience

Consumer experience is constructed by sense, feel, think and act . Each of the construction can be measure as below (Rather, Hollebeek and Rasoolimanesh, 2022),

Sense can be measured by perceptually interesting, engaging senses and lacks sensory appeal.

Feel (FEL) can be measured by making people respond in an emotional manner and put people in a certain mood.

Think can be measured by stimulating curiosity, intrigues people and appeals to creative thinking.

Act can be measured by willing to share what has been experienced and willing to photograph for mementos.

2.3 Brand love & trust

Brand love is a major factor of purchase intentions and positive word-of-mouth for brands. Consumers with strong brand loyalty are not that often to switch to competitors and more willing to pay for the brand they normally purchase with (Nawaz et al., 2020)

2.3.1 Measurement of Brand love & trust

Brand love & trust is constructed by consumer loves and trust of the brands which can be measured as below (Kim and Hyun, 2011)

Brand love can be measured by positive feedback from the brand, such as this is a wonderful brand, this brand is totally awesome, this brand makes me happy and feel passionate about the brand.

Brand trust can be measured by how consumers trust the brand, for example reliable, safe brand to use and an honest brand.

2.4 Purchase intention

Purchase intention is the possibility that the consumer will purchase which is a result from the interaction of the consumer's needs, attitude, or brand preference and return to purchase (Monash Business School, 2024).

2.4.1 Measurement of Purchase intention

Purchase intention can be measured by consideration of purchasing, high probability of purchasing and willingness of purchasing (Koay, Cheah and Goon, 2023)

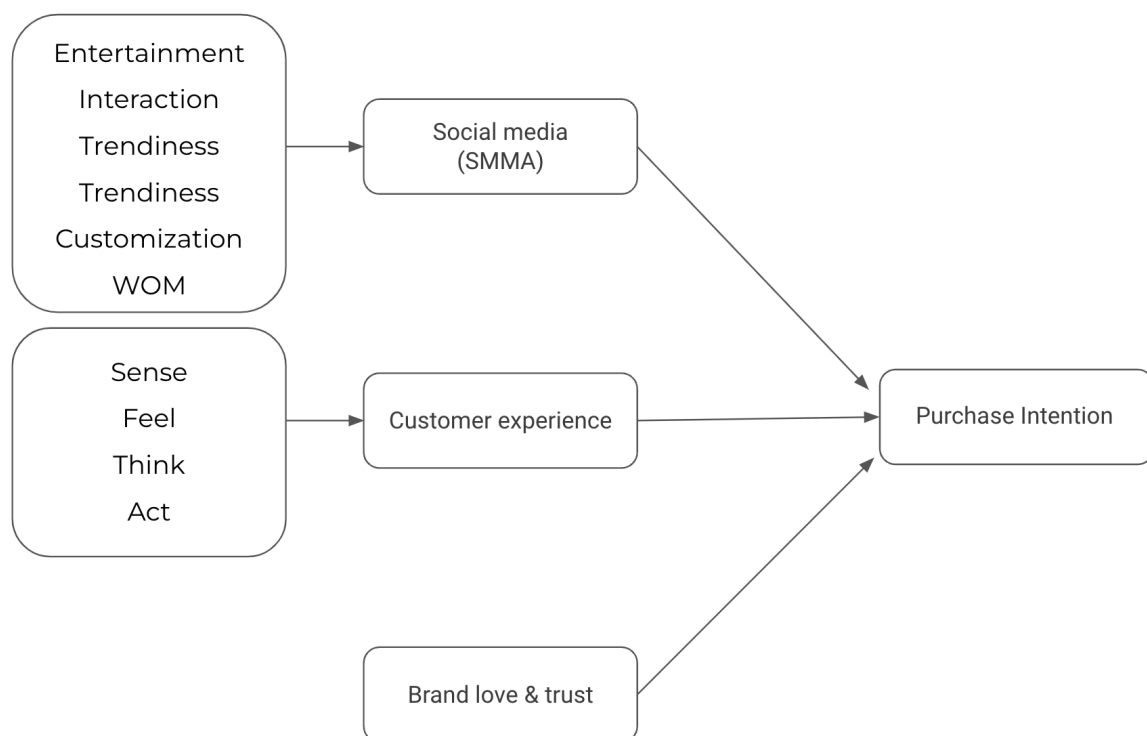
3. Research Methodology

This chapter shows the research framework of this research study and the type of research method that applied to this research study. Also, providing the plan and the way of the data collection by following the research ethic.

3.1 Research Framework

The research framework is structured by three main variables which are social media marketing activities, customer experience and brand love & trust. These three variables affect the dependent variables, purchase intention.

Figure 3: Overall Top 10 Beauty Brands on Social Media



Source: Contribute by author

3.2 Type of Research

This research study will do quantitative and qualitative research which helps to collect information from the participants. Quantitative research helps to collect numbers involving data such as how many, how much, or how often. On the other hand, qualitative research helps to understand

why, how, and what to gather experiences, perceptions, and behavior (Kothari, 2004).

3.3 Data Collection Method

Quantitative and qualitative research data will mainly be collected by survey and support by focus groups. Survey will be shared out twice, the first roll out is for the pilot test through the reliability test to ensure the accuracy of the data. By following a focus group mainly focused on gathering feedback for the participants to cross check the survey is user friendly enough for the participants to understand and answer the questions (Cote, 2021).

3.4 Sampling Method

There are six steps of sampling, first is to narrow down the relevant population, then identify the parameters of interest and the sampling frame. Also look into the type and size of sampling. Last but not least will be the budget control (The Chinese University of Hong Kong, 2009).

In the research the survey will be shared with colleges, classmates, family and friends then spread widely. Therefor is an non probability sampling as a snowball that rolling out one by one (Turner, 2020)

3.5 Questionnaire Design

Questionnaire will be designed after this proposal has been submitted then will be shared out immediately once the question is finalized. The first round rolls as the pilot test to cross check the reliability of the questions

and also cross check with the participants to ensure the questions are easy to understand.

3.5.1 Pilot Test

Pilot test will draw 10% of the total sampling size to cross check the reliability. If the question cannot pass the reliability test then will require further modification before sharing out for the mass survey (Cote, 2021).

3.5.2 Focus Group

In the meantime a focus group will be held, the main purpose is to ensure the questions are easy to understand and straightforward enough for the participants to answer. Also cross checking the question and answer and in the same direction (Kothari, 2004).

3.6 Research Ethics

Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are protected and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024).

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APPLICATION FOR ETHICAL APPROVAL

RESEARCH STUDENTS

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

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

This document is also available in Welsh.

RESEARCH STAFF ONLY

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

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

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

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

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

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

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

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

SECTION A: About You (Principal Researcher)

1	Full Name:	Chan Lok Lam Frebie			
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:	HKMA			
5	E-mail address:	Frebiechan929@gmail.com			
6	Contact Telephone Number:	+852 94667330			
For students:					

7	Student Number:	2322643
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): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
		Institute Research Committee	☐		
		Other (write in)	☐		

SECTION C: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.
1	UWTSD Research Ethics & Integrity Code of Practice ☒
2	UWTSD Research Data Management Policy ☒
3	[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	If YES then the permission question YES ☐ NO ☒

	Professional Learning Partnership (APLP)?	below does not need to be answered.				
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	☒

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:	Social media marketing activities, customer experience and brand love & trust affect purchase intention of Charlotte Tilbury			
2	Proposed start date:	3 rd Nov 2024	Proposed end date:	19 th Dec 2024	
	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>				
3	Purpose of Research Activity The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries. (this box should expand as you type)				
4	Research Question 1.What factors created the purchase intention in beauty industries? 2.What are the relationships between the factories? 3. Practical suggestions? (this box should expand as you type)				
5	Aims of Research Activity				

	The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries. (this box should expand as you type)
6	Objectives of Research Activity The objective of this research is through the case study of Charlotte Tilbury to find out and understand the factors that created the purchase intention in beauty industries. (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	Quantitative and qualitative research data will mainly be collected by survey and support by focus groups. Survey will be shared out twice, the first roll out is for the pilot test through the reliability test to ensure the accuracy of the data. By following a focus group mainly focused on gathering feedback for the participants to cross check the survey is user friendly enough for the participants to understand and answer the questions (Cote, 2021). There are six steps of sampling, first is to narrow down the relevant population, then identify the parameters of interest and the sampling frame. Also look into the type and size of sampling. Last but not least will be the budget control (The Chinese University of Hong Kong, 2009). In the research the survey will be shared with colleges, classmates, family and friends then spread widely. Therefore is a non probability sampling as a snowball that rolling out one by one (Turner, 2020) Questionnaire will be designed after this proposal has been submitted then will be shared out immediately once the question is finalized. The first round rolls as the pilot test to cross check the reliability of the questions and also cross check with the participants to ensure the questions are easy to understand. Pilot test will draw 10% of the total sampling size to cross check the reliability. If the question cannot pass the reliability test then will require further modification before sharing out for the mass survey (Cote, 2021). In the meantime a focus group will be held, the main purpose is to ensure the questions are easy to understand and straightforward enough for the participants to answer. Also cross checking the question and answer and in the same direction (Kothari, 2004) (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. <i>(this box should expand as you type)</i>

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

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

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☒	☐
2	Use of interviews?	☒	☐
3	Use of focus groups?	☒	☐
4	Use of participant diaries?	☐	☒

5	Use of video or audio recording?	☒	☐
6	Use of computer-generated log files?	☒	☐
7	Participant observation with their knowledge?	☒	☐
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒
15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☒
	Details of any other primary data collection method: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	Who are the intended participants:	YES	NO
1	Students or staff at the University?	☒	☐
2	Adults (over the age of 18 and competent to give consent)?	☒	☐
3	Vulnerable adults?	☐	☒
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
5	Prisoners?	☐	☒
6	Young offenders?	☐	☒
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
8	People engaged in illegal activities?	☐	☒
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☒

	Details of any other participant groups:		
	(this box should expand as you type)		

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?		
10	How many participants are expected?	400 (this box should expand as you type)
11	Who will the participants be?	Friends and fellows Research participants on social media (eg...) Professional in the industry (this box should expand as you type)
12	How will you identify the participants?	Leverage me network Reach out to online communities Find research participant on social media (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			
	N/A (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			
<i>(this box should expand as you type)</i>				

SECTION H: Anticipated Risks

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

	(this box should expand as you type)	(this box should expand as you type)
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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?
	Research ethics (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.
	Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are protected and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024). (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.
	Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are protected and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024). (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:		
	Provides a set of guidelines for the responsible conduct of research. Ensure all the data and information are protected and monitor scientists conducting research to contain a high ethical standard. For each of the individual surveys will be declared all the data and information are confidential and for academic use only. All personal information will not be disclosed with others, in the report will show the result data only (City U, 2024). (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? (SPSS)	☒	☐
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):		
	Google form achieve emails and SPSS for <i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	Supervisor and myself <i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	Supervisor and 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.		
	Google drive and personal driver <i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	N/A <i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	Frebie Chan	Date: 19 th Dec,2024

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr Arion Wong	Date: 19 th Dec,2024
3	Signature:	19 th Dec,2024	

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.