

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically.

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”.

This form must be completed and approved prior to undertaking any research activity.

SECTION A: About You (Principal Researcher)

1	Full Name:	Md Forhad Hossen Rony
2	Student Number:	2433472
3	Email address:	2433472@student.uwtsd.ac.uk
4	Programme of Study:	MBA International Business
5	Supervisor:	Dr Jean Wang

SECTION B: 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	UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018		☒
4	<i>British Educational Research Association (BERA) Ethical Guidelines for Educational Research (2024)</i>		☒

SECTION C: Details of Research Activity

1	Indicative title:	The Impact of Mobile Application Experience on Customer Satisfaction and Retention in the UK Food Delivery Industry		
2	Proposed start date:	20 June 2026	Proposed end date:	20 September 2026
	Introduction to the Research (maximum 300 words in each section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the three points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i>			

	• <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain • <i>What the research activity will add to the body of knowledge</i> • <i>How it addresses an area of importance.</i>
3	Purpose of Research Activity The purpose of this research is to examine how mobile application experience influences customer retention within the UK food delivery industry. Mobile food delivery applications such as Deliveroo, Uber Eats and Just Eat have become an important part of consumers' everyday purchasing behaviour. As competition within the industry increases, retaining existing customers has become a significant challenge for service providers. While previous research has explored factors such as usability, perceived usefulness, trust and customer satisfaction, there is limited evidence examining mobile application experience as a multidimensional construct influencing long-term customer retention within the UK context. This research will collect primary quantitative data from individuals who have used food delivery mobile applications in the United Kingdom. The findings will help identify which aspects of mobile application experience, including usability, interface quality, personalisation and convenience, have the greatest influence on customer retention. Existing literature indicates that positive digital experiences improve customer satisfaction and behavioural intentions; however, most previous studies have been conducted in Asian markets and focus primarily on technology adoption rather than customer retention. Consequently, there is a need for updated empirical evidence within the UK food delivery sector. The research will contribute to the existing body of knowledge by providing current evidence regarding the relationship between mobile application experience and customer retention in the UK. The findings may also provide practical recommendations for food delivery companies seeking to improve customer experience and strengthen customer loyalty through better mobile application design and functionality.
4	Research Question Primary Research Question How does mobile application experience influence customer retention in the UK food delivery industry? Supporting Research Questions 1. Which dimensions of mobile application experience most strongly influence customer retention? 2. What role does customer satisfaction play in supporting customer retention among users of food delivery mobile applications? 3. What practical strategies can food delivery companies implement to improve mobile application experience and strengthen customer retention?
5	Aims of Research Activity Aim 1 To examine the impact of mobile application experience on customer retention within the UK food delivery industry. Aim 2 To identify the key dimensions of mobile application experience that influence customer retention. Aim 3 To evaluate the relationship between customer satisfaction and customer retention among users of food delivery mobile applications. Aim 4 To develop practical recommendations that can assist food delivery providers in improving mobile application experience to increase customer retention.
6	Objectives of Research Activity 1. To examine the influence of mobile application experience on customer retention in the UK food delivery industry. 2. To identify the key dimensions of mobile application experience, including usability, interface quality, personalisation and convenience. 3. To evaluate the relationship between customer satisfaction and customer retention among users of mobile food delivery applications. 4. To provide evidence-based recommendations for improving mobile application experience to enhance customer retention within UK food delivery services.
	Proposed data collection methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity to collect data, 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.

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

7	Primary data will be collected using a structured online questionnaire created through Google Forms. The questionnaire will target individuals above 18 years who have used at least one food delivery mobile application, such as Deliveroo, Uber Eats or Just Eat, within the United Kingdom. Participants will be recruited using convenience sampling through online platforms, including social media networks, university communities and personal contacts. Before accessing the questionnaire, participants will be presented with a Participant Information Sheet explaining the purpose of the research, the voluntary nature of participation, confidentiality arrangements and contact details for the researcher. Participants will then be required to provide informed consent by selecting an agreement statement before proceeding to the questionnaire. The questionnaire will consist entirely of closed-ended questions. The first section will collect basic demographic information, including age, gender and frequency of food delivery application usage. No personally identifiable information, such as names, email addresses, telephone numbers or IP addresses, will be collected. The second section will contain statements measuring the main research constructs, including mobile application experience, customer satisfaction and customer retention, using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). Measurement items will be adapted from previously validated academic studies. Approximately 120–150 completed questionnaires are expected to be collected. Participation is entirely voluntary, and respondents may discontinue participation at any stage before submitting their responses. Since the questionnaire is anonymous, submitted responses cannot be withdrawn after submission because individual participants cannot be identified. The completed survey responses will be exported from Google Forms into IBM SPSS Statistics for analysis. Data will first be screened to identify incomplete responses before descriptive statistics, reliability testing using Cronbach's Alpha, Pearson correlation analysis and multiple regression analysis are conducted. No interviews, focus groups, observations, audio recordings or video recordings will be undertaken during this research. As a result, no audio or visual personal data will be collected. All electronic research data will be securely stored on password-protected devices and will only be accessible to the researcher and academic supervisor. The data will be used solely for academic purposes and managed in accordance with the University of Wales Trinity Saint David Research Ethics requirements, the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.
---	---

SECTION D: 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?	☐	☒

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

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: Not applicable. The study will use only an anonymous online questionnaire administered through Google Forms. No additional primary data collection methods will be used.		

If you have ticked NO to every question then the research activity is (ethically) low risk and you may skip section E and continue to section F.

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

SECTION E: Intended Participants

	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: Not applicable. All participants will be adults above 18 years or who have experience using food delivery mobile applications in the United Kingdom and are able to provide informed consent independently.		

	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?	Approximately 120–150 participants are expected to complete the questionnaire. Participants will be recruited through convenience sampling using online platforms such as social media (Facebook, LinkedIn and WhatsApp), university and community networks, and personal contacts. The questionnaire link will be distributed electronically, allowing eligible individuals to participate voluntarily.
11	Who will the participants be?	Participants will be adults above 18 years who currently live in the United Kingdom and have previously used at least one mobile food delivery application, such as Deliveroo, Uber Eats or Just Eat .
12	How will you identify the participants?	Participants will be identified using an initial screening question within the online questionnaire to confirm that they are over 18

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

		years and have previously used a food delivery mobile application in the United Kingdom. Only eligible respondents will continue with the survey.
--	--	---

	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			
	Not applicable. Questions 16 and 17 are not applicable because the research does not involve educational assessment, treatment, or observational methods. All other participant information requirements will be fully met through the Participant Information Sheet, informed consent form and debrief statement provided within the online questionnaire.			

	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			
	Not applicable. Participants will not receive any payment or incentive for participation. No specialist equipment, audio recording, video recording or observational methods will be used. There are no financial, commercial or personal interests associated with the research. Participants will be fully informed about the purpose of the study before providing informed consent, and no deception or concealment of the study aims will occur.			

SECTION F: 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.	
1	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information. If you have identified in section D that there are no participants, then enter N/A and go skip to question 3.	
	Risk to participants:	How you will mitigate the risk to participants:

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

	Although this research is considered low risk, there are some potential risks. Participants may experience minor inconvenience due to the time required to complete the questionnaire (approximately 10–15 minutes). Some participants may feel slight discomfort when reflecting on their experiences with food delivery mobile applications or customer satisfaction. There is also a minimal risk relating to the privacy of survey responses if data are not handled appropriately. No sensitive personal information or personally identifiable data will be collected.	Participants will receive a Participant Information Sheet explaining the purpose of the study, what participation involves, and their rights before providing informed consent. Participation will be entirely voluntary, and participants may stop completing the questionnaire at any time before submitting their responses without providing a reason. The questionnaire will not collect names, email addresses, IP addresses or any other personally identifiable information. Responses will remain anonymous and confidential. Data will be securely stored on password-protected devices and used solely for academic research in accordance with the UK GDPR, the Data Protection Act 2018 and UWTSD research ethics requirements.
2	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	
	This study does not involve sensitive, illegal, embarrassing or emotionally distressing topics. Participants will only be asked about their experiences and opinions regarding food delivery mobile applications. Therefore, no specialist support services or safeguarding procedures are anticipated to be necessary. Participants will be informed that they may skip any question they do not wish to answer and may withdraw from the survey at any time before submitting their responses.	
3	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	
	Risk to the investigator: The researcher may experience minor risks associated with managing the online survey, including the secure handling of research data, maintaining participant confidentiality and ensuring compliance with ethical and data protection requirements. There is also a small risk of accidental data loss or unauthorised access to electronic research files.	<i>How you will mitigate the risk to the investigator:</i> The researcher will complete the University's ethics approval process before commencing data collection and will follow all University research ethics procedures. Electronic data will be stored on password-protected devices with appropriate backup arrangements, and access will be restricted to the researcher and academic supervisor. The researcher will comply with the UK GDPR, the Data Protection Act 2018 and the UWTSD Research Data Management Policy throughout the project.
4	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: Potential institutional risks include failure to comply with research ethics or data protection requirements, inappropriate handling of participant information or inaccurate reporting of research findings, which could affect the University's reputation.	<i>How you will mitigate the risk to the University:</i> The research will be conducted in accordance with the UWTSD Research Ethics & Integrity Code of Practice, the UWTSD Research Data Management Policy, the UK GDPR and the Data Protection Act 2018. Ethical approval will be obtained before participant recruitment begins. All research findings will be reported honestly and accurately, and participant confidentiality will be maintained throughout the research process.
5	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: The research will be conducted entirely online using Google Forms and electronic data analysis	<i>How you will mitigate the risk to environment:</i> The research will be conducted using digital documents and online questionnaires to

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

	software. Consequently, no significant environmental risks are anticipated. Minor environmental impacts may arise from electricity consumption associated with the use of computers and internet services.	minimise paper consumption and printing. Electronic communication will be used wherever possible, and no fieldwork, travel or activities that could adversely affect the natural environment will be undertaken.
--	--	--

SECTION G: Feedback, Consent and Confidentiality

If you have identified in section D that there are no participants, then enter skip this section and continue to section H.

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	Participants will receive a debrief statement immediately after submitting the online questionnaire. The debrief will thank them for their participation, briefly explain the purpose of the study, and provide the researcher's university email address should they wish to ask questions or request a summary of the research findings once the study has been completed. As participation is anonymous, individual responses or personalised feedback cannot be provided.
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.
	Before accessing the questionnaire, participants will be presented with a Participant Information Sheet explaining the purpose of the study, what participation involves, the estimated completion time (approximately 10–15 minutes), the voluntary nature of participation, confidentiality arrangements, potential risks and benefits, and the researcher's contact details. Participants will only proceed to the questionnaire after confirming that they have read the information, are at least 18 years of age, meet the eligibility criteria, and voluntarily consent to participate by selecting an electronic consent statement and clicking the "Next" button. No data will be collected until consent has been provided.
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.
	Participation in this research will be completely anonymous. The questionnaire will not request names, email addresses, telephone numbers, IP addresses or any other information capable of identifying participants. Responses will be stored securely and used only for academic purposes. Individual participants will not be identifiable in the dissertation or any subsequent publications. Data will only be reported in aggregate form, ensuring complete confidentiality throughout the research process. Access to the data will be restricted to the researcher and academic supervisor.

SECTION H: 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	<i>"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.</i>	☐	☒
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	Not applicable.		

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

	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	Not applicable.		

	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:		
	All electronic research data will be stored on password-protected devices and secure password-protected cloud storage, including Google Drive used for Google Forms data collection and, where appropriate, the University's Office 365/OneDrive system. Access to the data will be restricted to the researcher and academic supervisor. Data files will be password protected, backed up securely, and used solely for academic purposes. As the questionnaire is anonymous, participants will not be assigned identifiable codes because no identifying information will be collected. Data will be retained until the dissertation has been assessed and in accordance with University data retention requirements, after which it will be securely deleted.		

	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	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/or any international equivalent):		

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

	Electronic data collected through Google Forms will be securely transferred to password-protected storage for analysis using IBM SPSS Statistics. Access will be limited to the researcher and academic supervisor. No personally identifiable information will be collected or transferred. All electronic files will be password protected and handled in accordance with the UK GDPR, the Data Protection Act 2018, and the UWTSD Research Data Management Policy. Research findings will be reported only in aggregated form, ensuring that no individual participant can be identified.	
20	List all who will have access to the data generated by the research activity:	
	Access to the research data will be restricted to: • The principal researcher (student) • The dissertation supervisor • Internal and external examiners if access is required for assessment purposes	
21	List who will have control of, and act as custodian(s) for, data generated by the research activity:	
	The principal researcher (student) will act as the custodian of all research data and will be responsible for its secure storage, management, retention and disposal in accordance with University policies.	
22	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.	
	<i>All research data will be stored electronically in password-protected files on secure cloud storage and password-protected personal and University computers. Backup copies will also be password protected. Only the researcher and supervisor will have authorised access to the files. No paper records will be created. The data will be retained until the dissertation assessment has been completed and in accordance with UWTSD data retention requirements, after which all electronic files will be permanently deleted using secure deletion methods.</i>	
22	Confirm that you have read the UWTSD guidance on data management (see https://www.uwttd.ac.uk/library/research-data-management/)	☒
23	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	☒

SECTION I: Use of AI tools

Use of generative AI and other AI-based tools There are a number of ethical issues relating to the use of generative AI and other AI-based tools, including data security, output bias, and output errors. In general, you should assume that any generative AI or other AI-based tool that you pay to use is more secure and accurate than one which is free to use.		YES	NO	N/A
Will the research use AI tools to do any of the following:				
1	Capture data?	☐	☒	☐
2	Generate and/or edit text?	☐	☒	☐
3	Generate graphics?	☐	☒	☐
4	Generate video?	☐	☒	☐
5	Generate sound/music?	☐	☒	☐
6	Generate code?	☐	☒	☐
7	Generate synthetic data?	☐	☒	☐
8	Analyse data?	☐	☒	☐
9	Analyse personal or sensitive data?	☐	☒	☐
10	Classify data?	☐	☒	☐
11	Do you intend to use the free version of any AI tools?	☐	☒	☐

ETHICS FORM – UNDERGRADUATE AND TAUGHT POSTGRADUATE COURSES ONLY

If you have answered **YES** to any of questions O1-O11, please provide justification detailing why this is necessary for the research.

12 Not applicable.

SECTION J: 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:	Forchad	Date: 16-07-2026
2	Supervisor:	Dr Jean Wang	Date: 16-07-2026
3	Signature:	Jawing	