Consumer behaviour towards triathlon

in Klang Valley, Malaysia

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Student's Declaration

I, Ang Tze Hwee (matriculation ID: I14007012), hereby declare that the work in this dissertation with the title of "Public Intention to Join Triathlon in Klang Valley" is my own work. I have not copied any works from other students or sources except where due references or acknowledgements are made explicitly in the text or by means of completed references, nor has any parts of the dissertations been written by another person.

Student's Name: Ang Tze Hwee

Date: 1st December 2018

Signature:

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Chapter 1: Introduction

1.1 Overview

This chapter begins with introduction of triathlon, then how triathlon impact the world so as Malaysia. With the current trend, although triathlon has been widely exposed to the world, however in Malaysia, the number of participants still consider "preserve" as compared to number of participants in oversea.

The objective of this chapter is to figure out the intention of the public on joining triathlon and also to find out what the points are supporting on their intention and also the points that limiting their intention, subsequently followed by discussion of problem statement, research questions, research objectives, scope of research, significance of the research and limitation of the research.

1.2 Background Study

1.2.1 Triathlon on Global Scale

Swim, bike and run are the common cardio sports, however, when these 3 sports combine together, it considers as multi-sport, or in the official term, triathlon. The first triathlon was recorded back in early 1970s by San Diego Track Club, as an alternative workout to the more intensive training. It was first started with 10km run, then 8km cycle and another 500-meter swim (International Triathlon Union, 2018).

Triathlon has slowly become popular among the runners as it is less boredom and it bring less harm to the legs. From the safety aspect, triathlon gradually evolved into swim, continue by bike and lastly run.

International Triathlon Union (ITU) was founded in Avignon, France back in 1980s. A back-to-back (no rest) on 1,500m swim, 40km cycle, continue by 10km run was the first World

Championship event. The official time includes the "transition" time falls in between each legs of the race, that the competitors using the necessary time for changing cloths and gears.

In 1991, the ITU expended the championship into World Cup circuit, which consist of twelve races contested in nice different countries, and this has then been increased yearly as sport growth (Olympic.org, 2018).

As the widely acceptance by the community, triathlon achieve its milestone by penetrate in Sydney Olympic Games in year 2000 and today is has more than 120 affiliated national federations around the world. This multi-sport slowly spread around the world in the form of different distances as below table:

	Swim	Bike	Run
Sprint	0.5mi (750m)	12.4mi (20km)	3.1mi (5km)
Olympic / 5150	0.93mi (1.5km)	24.8mi (40km)	6.2mi (10km)
ITU Long	1.86mi (3km)	49.6mi (80km)	12.4mi (20km)
Half / 70.3	1.2mi (1.9km)	56mi (90km)	13.1mi (21.09km)
Full	2.4mi (3.8km)	112mi (180km)	26.2mi (42.195km)

However, in mid- to late 2000s, the growth of participants in United States has slowed, so does in other western countries (Europe, Australia and New Zealand), the growth rate has dramatically slowed or rather stagnated starting 2012 (Hichens, 2016).

1.2.2   Triathlon in Malaysia

Over the last 5 years, there appears an increasing number of Malaysians showing interest and participating in outdoor running events, such as Nike Run, Neon Run, and Penang Bridge Run. This is evident by the records of 3 million participants from all over Malaysia taking part in the running events in 2015(Yeoh & Goh, 2017).

According to Geoff Meyer (Ironman Asia-Pacific CEO), Asia is one of the potential growth markets for Triathlon, which Malaysia is one of the countries fall into the category. Triathlon is still very new in Malaysia and as the sport grow, it not only contributes the population's health, but also the Malaysia's economy (Hichens, 2016).

1.3 Problem Statement

Events involving running, regardless fun run or color run or obstacle run or marathon are already a norm in Malaysia. Research shown Triathlon has been introduced in Malaysia as early as 1996 – Port Dickson Triathlon (Singh, 2018), however the participants that took part in Malaysia based triathlon still unable to achieve the amount of participants in overseas' triathlon. Among triathlon in the world, Malaysia seems to get lesser participants to participate triathlon.

1.4 Research Questions

Below with the questions designed to reflect the research objectives:

1. Do personal factors influence the intention of an individual on joining triathlon?
2. Do social factors influence the intention of an individual on joining triathlon?
3. Do attitude factors influence the intention of an individual on joining triathlon?
4. Do psychological factors influence the intention of an individual on joining triathlon?

1.5 Research Objectives

There are four main objectives in conducting this research as follows:

1. To study the personal factors influencing the intention of individual on joining triathlon.
2. To study the social factors influencing the intention of individual on joining triathlon.
3. To study the attitude factors influencing the intention of individual on joining triathlon.
4. To study the psychological factors influencing the intention of individual on joining triathlon.

1.6 Scope of Research

The focus of the research is targeting on the population of Klang Valley, Malaysia. The research was conducted via convenient sampling (mass media and email) and the focus audience are the people within the range of 16 years old (minimum requirement to join a triathlon) to elderly in Klang Valley. This includes students, white collar, blue collar, professionals, housewife, self-employed, unemployed and also different varieties of individuals that fits into the categories, which therefore this research are targeting towards a wider spectrum of demographics in term of different races, education levels, age groups, income level, and fitness level.

The focus of this research is to measure consumers' behavior on joining triathlon, to determine the factors that influencing the public intention to join triathlon.

This research is led via questionnaire based on the 4 factors (personal, social, attitude and psychological) by using different scale of measurements such as Nominal & Ordinal.

The survey will be using physical survey questionnaire or digital copies distributed to the respondents to answer in discreet. Once all the data were collected, it shall be keyed into SPSS for data analysis.

1.7 Significance of Research

1.7.1 Academic

The aim of this research is to fill the gap in academic research related to the personal intention towards joining triathlon. Even though triathlon is well known in most of the countries, however in Malaysia, triathlon is still in growing stage, which there is limited empirical evidence related to it and this research able to provide the foundation for future study in triathlon industry in Klang Valley, Malaysia.

1.7.2 Industry

This research also able to give the marketers a deeper understanding on the public intention on joining triathlon and using the finding, marketers able to develop better strategies by not only attract potential participants, but also helps public on eliminating what is stopping them from joining triathlon. Eventually this will give mutual benefits to both parties and consequently bring triathlon to another milestone in Malaysia.

1.8 Limitation of Research

As this research attempts to cover a broader spectrum of personal intention towards participating triathlon, there are few limitations been identified before conducting the study. The limitations as follows:

- The information regarding triathlon in Malaysia are limited as there is not much information can be found in internet.
- This research was targeting on people from Klang Valley, which it unable to represent the whole population of Malaysia.
- As the questionnaire were based on volunteering basis, the data collection may not be accurate.

1.9 Organization of Chapters

This thesis will be separated into 5 chapters with specific content. Each chapter will be presented as below:

Chapter 1 (Introduction): Represent the introduction and also overall understanding about the research title. It includes background studies, problem statement, research questions, research objectives, scope of research, significance of research, limitation of research and operational definition.

Chapter 2 (Literature Review): Identify and review on past literature that related to the research topic. Besides that, several hypotheses were being identified after reviewing and it should cover the key objectives of the research with a conceptual framework.

Chapter 3 (Research Methodology): Focus on the research methodology that is used in this research, which includes the theoretical framework that link the hypothesis with the research outcome. This chapter also includes the sampling technique and measurement tools.

Chapter 4 (Research Findings): Compilation and analysis on the data collection. This chapter covers the finding of the questionnaire and analysis using tables, charts, diagrams and figures with discussion and concludes the acceptance of hypothesis.

Chapter 5 (Conclusion): The conclusion that wraps up the study with discussion and reflection from the survey. In this chapter also include recommendation for further improvement for future studies.

1.10   Operational Definition

The key terms that adopted in worldwide might carries different definition, thus the key term that mentioned below will be defined as following.

1.10.1 Triathlon

Triathlon is a sport that combines 3 disciplines (swim, bike and run) in a single event. The distance of each disciplines are varies according to the type of triathlon (triathlon.org.au, 2018).

1.10.2 Klang Valley

There are no official boarders drawn, however Klang Valley is referring to the major cities within Selangor, which include:

- Kuala Lumpur
- Putrajaya
- Petaling
- Klang
- Gombak
- Hulu Langat

(ExpatGo Staff, 2014)

1.10.3 Personal factors

Personal factors in this research referring to the influencing factors that relates to personal, such as:

- Health levels
- Income levels
- Expenditure levels
- Commitment levels

1.10.4 Social factors

Social factors in this research referring to peers to the influencing factors caused by external parties, such as:

- Family members
- Peer
- Society

1.10.5 Attitude factors

Attitude factors in this research referring to the attitude or impression to the triathlon, such as:

- Reputation of the organizing company
- Past incident in similar event
- Difficulties and challenges
- Contributions to well-being

1.10.6 Psychological factors

Psychological factors in this research referring to mentality level/ thinking, such as:

- Mental readiness
- Fear
- Motivation
- Value

2.0 Overview

This chapter emphasis on the literature reviewers from varieties of sources which includes scholar articles, journals articles as well as current relevant documents or information that in relation to triathlon and also the factors influences the participation. As triathlon has emerging into Malaysia, this chapter provides the details of triathlon emerge from other countries to Malaysia as well as the study of behavior intention on joining triathlon.

2.1 Behavior Intention

2.1.1 Definition

According to Dr. Robert A. Rohm (2018), the behavior is the real form of character while the intention is caused by the motivation and the attitude behind the actions. Both behavior and intention were inter-related; if a person with a good intention however the behavior is not communicated clearly, things will be misunderstood. A good intentions and motives may be pure; however, it simply does not compensate for misunderstood behavior.

From psychology perspective, a behavior is acquired through conditioning through the interaction with the environment. A behavior may be considered as thoughts, feelings and attitudes which are far too subjective. There are two types of conditioning, which are classical and operant. A classical conditioning referred to the neutral stimulus that is paired with natural stimulus; the same actions that evoked naturally. While operant conditioning were through strengthening or penalty (Cherry, 2018).

As for intention, it is a disposition of realization; the active desire to achieve a (some) goal through specific circumstances; the motives that may leads to action. A perceived intention organizes perspective, purposes, aims, plans and mission (Rummel, 2018).

Both behaviors and intentions play important roles on decision making.

2.1.2 Theories / Model
2.1.2.1 Theory of Planned Behavior (TPB)
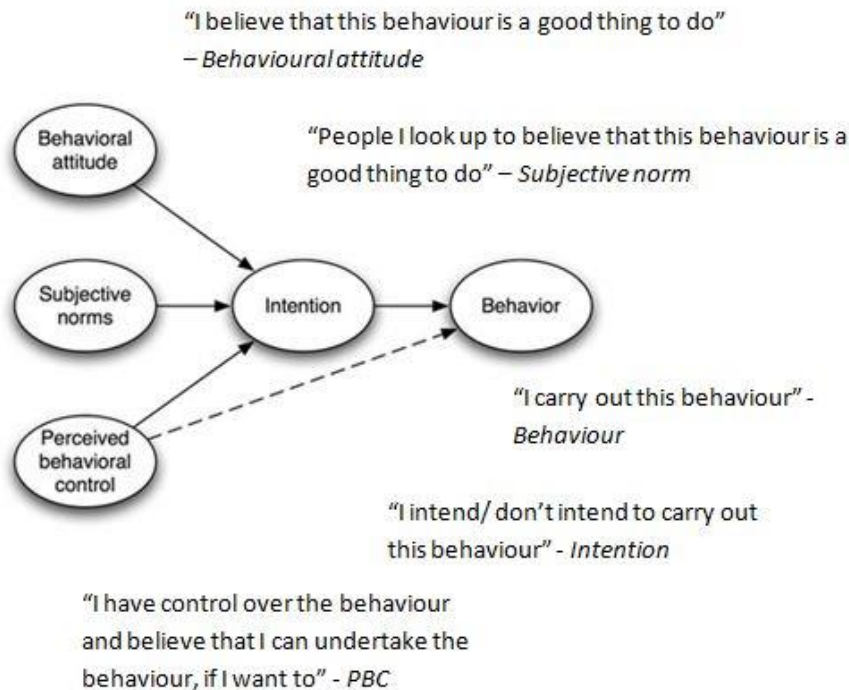

Theory of Planned Behaviour (Ajzen, 1991)

According to Ajzen (1991), the Theory of Planned Behavior (TPB) is a performance of a behavior in conjunction with the intentions and perceived behavioral control. It is necessity to meet 3 criteria, which are, first, it must correspond to the behavior that is to be predicted; second, it must be remained stable in the interval between the assessment and observation of behavior; and third, the predictive validity must link with the accuracy of perceived behavioral control. The intentions and perceived behavioral control are relatively affected, as it may varies across situations and different behavior. It is an extension of the theory of reasoned action from the limitations in dealing with people have incomplete volitional control; relatively effects on people willingness to try and how much effort to be exerted to perform the behavior. Therefore, a brief examination of past efforts has been amended with the theory of planned behavior in which cognitive self-regulation are so important to emphasis on the unresolved issues, which was later supported by empirical evidence.

2.1.2.2 Stimulus-Organism-Response (S-O-R) Model

Stimulus Organism Response (SOR)model is adapted from the Stimulus Response (SR) model which was a classical model of psychology about human behavior. It was explained using conditioning, which is the process of taking up some new stimulus which already have the response. It is a chained reaction based on environment (stimuli) and trigger the behavior (response). However, for the Stimulus Organism Response, the Organism was added into the model as it may choose to respond to the same environment depending on its state of mind, on in another way of explanation, there is an external factor exerted into the environment (stimuli) and affect the behavior (response). Most of the behavior were driven by the mentality which most of the times are affected by how human associate with a stimulus (Shah, 2014).

2.1.2.3 Overall Model of Consumer Behavior (OMCB)
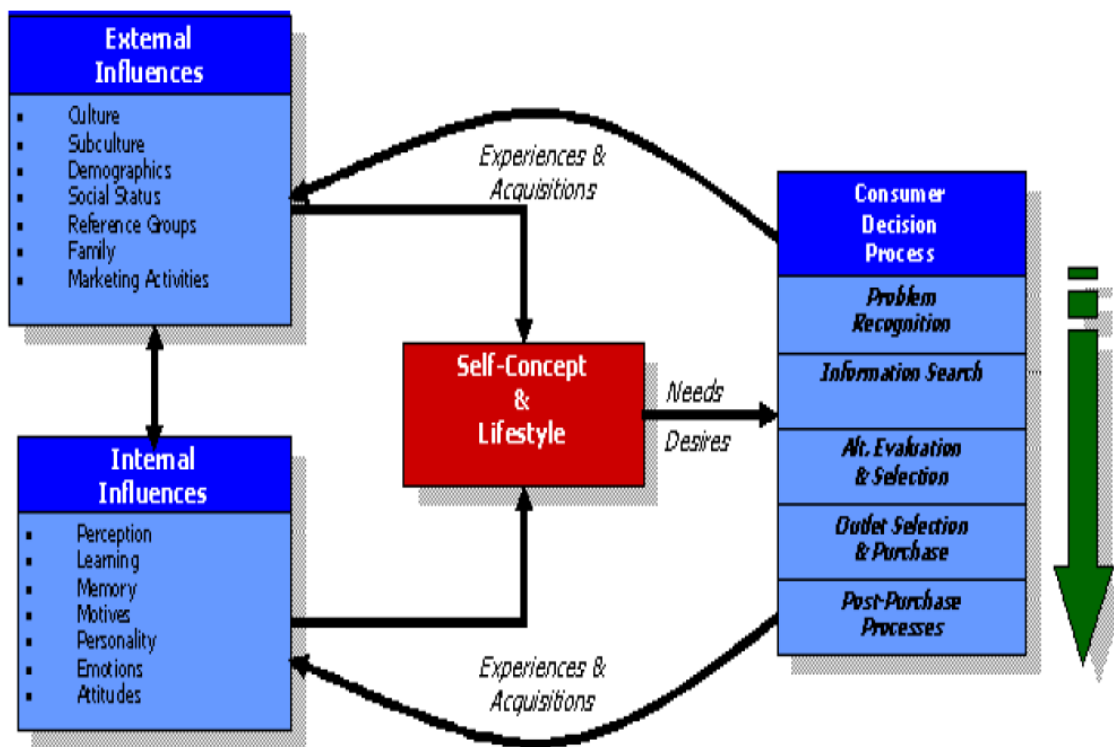
The Overall Model of Consumer Behavior (Hawkins et al., 2007, adapted from D. Lovett, 2014)

According to Hawkins et al. (2007), the consumer intention is influenced by both internal and external factors, which developed one's self concept or created a lifestyle. The external influences are mainly uncontrolled, such as culture, subculture, demographic, social status, reference groups, family and marketing activities, while the internal influences are more into personal such as perception, learning, memory, motives, personality, emotions and attitudes. The consumer's lifestyle and self-concept will aspire and drive an individual on making decision which the Overall Model of Consumer Behavior was made upon the theory. Adapted from Overall Model of Consumer Behavior, triathlon shall be considered as the lifestyle which being influences by internal and external factors (Lovett, 2011).

2.2 Factors influencing Behavior / Intention to join sports event

From the empirical research, adopted from Theory of Planned Behavior, Stimulus Organism Response and The Overall Model of Consumer Behavior, we able to conclude that the consumer decision making were influences by the internal and external factors, which will be explained in detail in the following section.

2.2.1 Personal Factors

Personal factors referring to individual characteristic, which includes behavior, psychographic (lifestyle), the demographic of consumer (age, gender, years of participation, income, expenditure etc.) and others which normally deemed controlled by a person (Wicker, Hallmann, Prinz, & Weimar, 2012).

For long distance triathlon, time spent is important on all the discipline (swim, bike and run) and also the effort (intensity) that slotted in would affect the performance of the race. It is usual for an athlete to train two or three disciplines in a given day on multiple days (O,Toole, 1989)

There are 3 clusters of people, namely Indifferent, Amateurs and Professionals on joining triathlon. Indifferent referring to the individual that consider triathlon as a hobby, while amateurs has a stronger commitment compared to indifferent and professionals shows strongest commitment and motivated to take triathlon as competition (Raggiotto, Mason, Moretti, & Ciani, 2016).

2.2.2 Social Factors

From empirical research, social aspect of triathlon deemed to be low motivation factor, however social factors and reference from may tend to boost the motive on participation on endurance sport and also training phases (Lovett, 2011).

2.2.3 Attitude Factors

According to Koivula (1999) and Masters and Ogles (2000), they believed that the level of activity shall influence the motivation on participation in sport activities as most of marathoners who rated themselves as competitive endorsed, which contributed to motivation to join sport activities.

In the triathlon event, due to the nature of the race, it is found that muscle cramping in calf, hamstring or quadriceps is common due to the heat. This is one of the difficulties and challenges for triathlon due to the distance of the race. Under certain condition, "neuromuscular fatigue" may leads to abnormal neuromuscular control (Laursen, 2011).

Kim et al. (2013) found that physical environment quality have relationship on the behavioral intention to re-attend a sport event, as the higher quality perceived in the environment, there would be significantly affect the athlete intention to re-participate in future.

2.2.4 Psychological Factors

As for long distance triathlon, it is considered as "ultra-endurance" sports, which required moderate to high intensity exercise to perform the durations longer than 4 hours. To reach that level of fitness and efficiency rates, an athlete must always be ready as there will be rise in core temperature and caused muscle damage or muscle cramping (kaursen et al., 2005).

Moreover, hyponatremia has been reported as a common medical condition in Ironman triathlons since early 1980. According to Hiller et al. (1987), 27% of athletes required medical care from 1982 – 1985 Hawaii Ironman triathlon which causes failure to complete the event.

Long distance triathlon has highlighted that the largest impact towards minimizing the stresses which may affect the performance is to build the endurance level from training (Laursen, 2011).

2.3 Conceptual Framework & Hypothesis
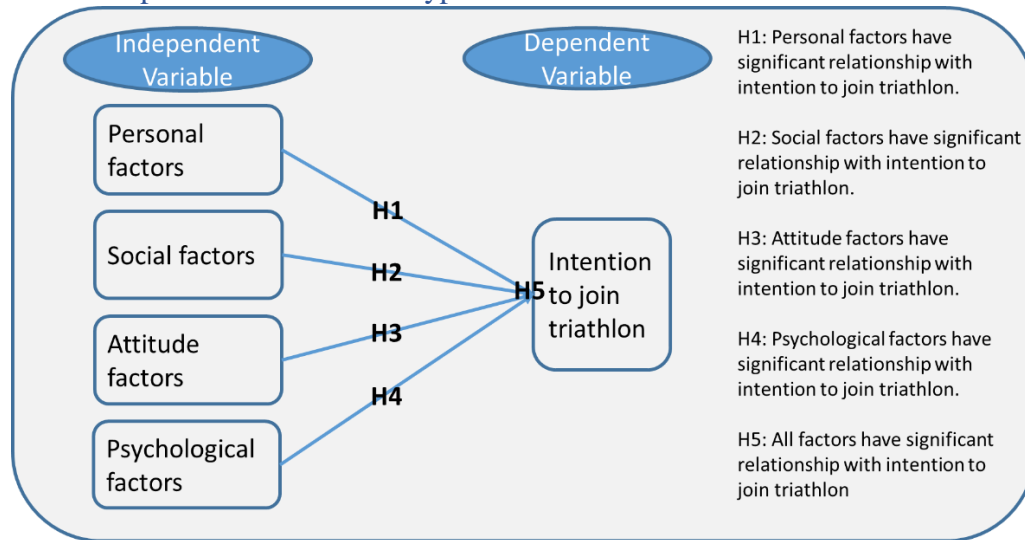
(Figure 2.3: Conceptual Framework & Hypothesis)

Based on the figure above, Intention to join triathlon acts as our dependent variable, which is being conceptualized as influenced by four factors (Personal Factors, Social Factors, Attitude Factors and Psychological Factors).

The above framework is adapted from The Overall Model of Consumer Behavior and Theory of Planned Behavior, which Attitude Factors and Social factors will be categorized as external influences while Personal Factors and Psychological Factors will be categorized as internal influences which influence the intention to join triathlon.

Each independent variable is interconnected with the dependent variable. As example: personal factors have a direct relationship to the intention to join triathlon. On the other hand, these four factors will directly influence the intention to join triathlon.

Therefore, five hypotheses were conceptualize based on the relationship between the dependent and four independent variables. The hypotheses would be examined as below:

- H1: Personal factors have significant relationship with intention to join triathlon.
- H2: Social factors have significant relationship with intention to join triathlon.
- H3: Attitude factors have significant relationship with intention to join triathlon.
- H4: Psychological factors have significant relationship with intention to join triathlon.
- H5: All factors have significant relationship with intention to join triathlon

Chapter 3: Research Methodology

3.1 Overview

On this chapter, we will discuss on the research methodology, which includes the research design, research approach, research methods and the data analysis method. The aim of this chapter is to align route of research methods with the objective of this study, to ensure it shall meet the objective.

Questionnaire were used as primary data collection. Respondents shall answer a series of questions related to the topic of research; each section relates to 4 main factors chose for this research, which includes Personal Factors, Social Factors, Attitude Factors and Psychological Factors. By the end of data collection, it will be processed via SPSS software.

Besides that, this chapter includes the rationale of deductive research approach, such as how the data measured, the sample size for this research and the unit of analysis.

3.2 Research Design

The design of the research is to allow readers to have an overall understanding from the starting point to the end of the research process, constitutes of the plan for the collection, measurement, and data analysis (Cooper & Schindler, 2014).
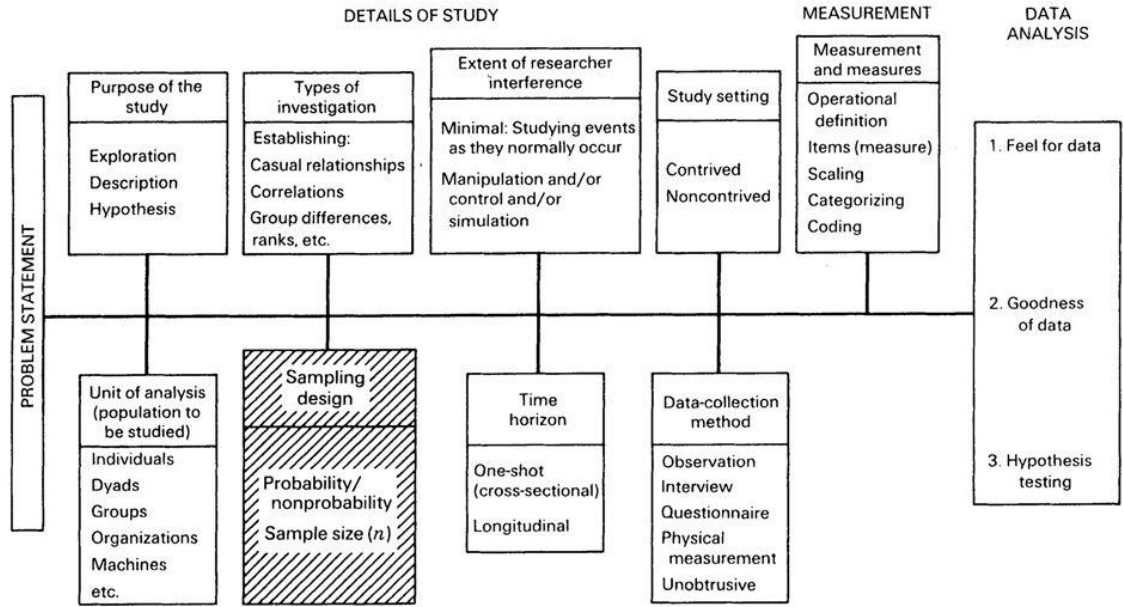
3.2.1 Flowchart

Figure 3.2.1 Research Design Flowchart (Sekaran, 2003)

From the figure 3.2.1, the research design were categories into 3 main segments, namely details of study, measurement and data analysis, in order to have a constructive research. These 3 segments were interrelated among each other and been carried out by phases. The research will first start with all the relevant information about the motive of research and the problem statement, so that the researcher has a better understanding and able to focus on the planned event. After that, the next phase will be data collection phase, which involve in how to set the questionnaire, how many respondents should be involved in the research, how the data will be collected, where to be collected etc. The data collection should be precise and has acceptable level of confident. And lastly will be the data analysis part, which after the data collection, researcher will be based on the data collected and conduct the analysis. As a result, all the data collected will be used to justify whether the hypotheses were accepted, or it can be used for alternative purposes.

3.2.2 Descriptive Study

This is a descriptive research using quantitative approach – survey method, as the data will be collected using questionnaire. This is due to the reason having one or more hypotheses in the research. Quantitative approach usually involves in collecting and converting the data into numerical form, so that result can be calculated using statistic and conclusions can be drawn by the end of data analysis. The hypotheses will be used as the independent variables and the outcome will be used as the dependent variable; in such, researchers able to justify using the possible relationships between both variables.

3.2.3 Deductive approach

The focus of the research is to find out the factors influencing the public's intention on joining triathlon within Klang Valley, which therefore the independent variables would be the 4 factors (personal, social, attitude and psychological) while the dependent variables would be the public's intention on joining triathlon in Klang Valley.

For this research, deductive approach was being adopted due to the hypotheses are created from empirical theories and to be tested if it is accepted.

3.3 Sampling Design

3.3.1   Unit of Analysis

On this research, we will be targeting on population based on Klang Valley in Malaysia, as most of the running event were held in Klang Valley compared to other states in Malaysia. The rationale for the targeted audience is not specifically target on individual that has not participated triathlon before as it may create bias-ness towards the other part of people which might already have materialized the intention and created inaccurate result as the focus of this research is to identify the influencing factors that affected the intention of participation of triathlon.

3.3.2   Sampling Procedure

There are two categories of data collection, namely primary and secondary data collection. The primary data collection is the first hand data collected by the researcher while the secondary data is an extraction from the previous researcher.

As the research is based on Klang Valley's population on intention of joining triathlon, which has yet to be conducted by other researcher, therefore we are using primary data collection. Due to quantity of the total populations, it is unlikely to involved everyone into this research, therefore we will be using non-probability sampling. By using non-probability sampling, the sample may or may not represent the entire population.

The sample will be collected through snowball sampling, as in Malaysia, not many people aware of the existence of triathlon, which is difficult to obtain the sample. By using snowballing, the sample will be easier to collect as it will passed via referral chain, however the sample may not represent the whole population (explorable.com, 2009).

3.3.3 Sample Size

In this research, as the Klang Valley population reaches 7.456million (worldpopulationreview.com, 2018), it is rather difficult to gather everyone's opinion. Based on raosoft sample size calculator, 385 respondents will be targeted to represent the actual population.

3.4 Data Collection Method

With the advance technology (Internet), a web-based questionnaire will be set, and a link will be distributed to the respondents via email and social media (Facebook). The questionnaire will be sending to respondent via secure web-site (google form). As snowballing referral chain works, the respondent able to forward the secure web-site to their peers/friends to complete the questionnaire.

As for the questionnaire's content, it will be multiple choice close-ended and Likert's scale questions. This is to ensure the respondent only choose the best answer for the accuracy of data. Moreover, as the aim of this research is to measure attitude/intention, which is beyond a simple "yes or no" question, therefore Likert scale was used (SurveyMonkey, 2018).

3.5 Measurement Design

The questionnaire will be divided into 7 sections, which consist of introduction, the 4 factors (personal, social, attitude and psychological) – independent variables, demographic section and lastly the intention of joining triathlon (dependent variable). As triathlon is still not well known among Malaysian, therefore the first section is to build up an introduction about triathlon and followed by the questions related to the 4 independent variables, then all the demographic information and lastly the question related to dependent variable.

Section	Contents	Types of measurement
1	Introductions of Triathlon	
2	Personal Factors - Health - Personal Income - Personal Expenditure	6 points Likert's scale

	- Commitment/ Time Spent	
3	Social Factors - Family Members - Peer Influences - Society Influences	6 points Likert's scale
4	Attitude Factors - Reputation of Organiser - Unexpected Past Incident - Difficulties and Challenges - Contributions to Well Being	6 points Likert's scale
5	Psychological Factors - Mental Readiness - Fear of Failure - Motivation - Value	6 points Likert's scale
6	Demographic - Age - Gender - Education Level - Occupation - Income Level - Residing Location	Close-ended
7	Intention of Joining Triathlon - Next 6 Months - Soon	6 points Likert's scale

Section	Content	Questions
Personal Factors	- Health	Health conditions refer to fitness level / medical history / disabilities which would affect my intention to join triathlon. Based on my own perception, I will join triathlon permitted that I am in good health conditions.
	- Personal Income	Personal income level refer to earning from full time/ part time job which would affect my intention to join triathlon. Based

		on my own perception, I will join triathlon permitted that I have acceptable level of personal income.
	- Personal Expenditure	Expenditure referring on the cost spent on training (gears; coach; nutrition and etc) & race (event registration fees - ranging from USD50 - USD700; flight & accommodation; meals; race nutrition; and etc). Based on my own perception, I will join triathlon permitted that I able to afford on the expenditure.
	- Commitment/ Time Spent	Commitment / time spent refer to personal contribution of time spent in each discipline training (swim; bike & run) on building endurance so that the body is able to sustain up to minimum 3.8km swim; 180km cycle and 42.2km run. This will lead to sacrifices of personal & entertainment, family and socializing time. Based on my own perception, I will join triathlon permitted that I able to commit and manage the time spent on it.
Social Factors	- Family Members	Supports from family members refer to immediate parents, siblings, spouse, life partner and guardians. Based on my own perception, I will join triathlon permitted that I have support from family members.

	- Peer Influences	Peer influences refer to the reference groups (past participants, coach, friends) who encourage and motivate me to join triathlon. Based on my own perception, I will join triathlon permitted that I have support from reference group.
	- Society Influences	Society influences refer to the trend and culture of the country (running events such as Colour Run, Music Run, Obstacles Run). Based on my own perception, I will join triathlon because of the societal trend that supports the sport.
Attitude Factors	- Reputation of Organiser	Reputation of the organizing company refer to one's perceptions towards the preparation, track records and risk assessment of the organizing company. Based on my own perception, I will join triathlon permitted that the organizer has good reputation on organizing such event.
	- Unexpected Past Incident	Unexpected incidents from the past events refer to one's perceptions towards any unfortunate accidents (drowns, crash accidents) due to poor supervision and lack of on-site safety personnel. Based on my own perception, I will join triathlon if there are less incidents from the past events.

		Difficulties and challenges refer to one's perceptions towards the event routes (choppy water, hills on cycling & running and climates). Based on my own perception, I will join triathlon if there are less difficulties and challenge in the event route.
	- Difficulties and Challenges	
	- Contributions to Well Being	Contributions to health conditions refer to one's perceptions towards joining triathlon would improve on personal health conditions and bring benefits to the fitness level (such as endurance, stamina, weight loss, better body figure and appearance and etc). Based on my own perception, I will join triathlon permitted that it contributes to my overall well-being.
Psychological Factors	- Mental Readiness	Mental readiness refers to one's confident level/ mental strength/ determination in joining triathlon. Based on my own perception, I will join triathlon permitted that I am mentally ready for the challenge.
	- Fear of Failure	Fear refers to one's acceptance level towards personal failures and image (ego). Based on my own perception, I will join triathlon permitted that I am able to overcome the fear of failing to complete the race.

	- Motivation	Motivation refers to one's sense of achievement and pride; continuous self improvement through challenges. Based on my own perception, I will join triathlon if I am motivated by the sense of self-achievement on completing triathlon.
	- Value	Value refers to one's perception on worthiness on the cost spent (money & time) versus the positive outcomes in return. Based on my own perception, I will join triathlon permitted that I am able to justify the value of the challenge.
Demographic	- Age	21 - 30; 31 - 40; 41 - 50; above 50
	- Gender	Female; Male
	- Education Level	Secondary Education; Pre-university; Undergraduate; Postgraduate
	- Occupation	Student; Unemployed; Self-employed / entrepreneur; Entry level; Executive level; Managerial role or professional
	- Income Level	Rm2,000 or below; Rm2,001 to Rm3,000; Rm3,001 to Rm4,000; Rm4,001 to Rm5,000; Above Rm5,000

	- Residing Location	Within Klang Valley; Outside Klang Valley
Intention to join Triathlon	- Next 6 Months	I intend to participate triathlon in the next 6 months
	- Soon	I am interested to sign up for a triathlon competition if there is one organise soon.

3.6 Data Analysis Method

All the data collected from the valid respondents will be using Statistical Package of Social Science (SPSS) software to analyze. Different types of data analysis methods will be used to ensure the validity, consistency and hypotheses testing on this research.

3.6.1 Pilot test

The intention of conducting pilot test is to find out whether the questionnaire set is valid and reliable before it has been distributed officially to all respondents. In this pilot test, it will start from a small sample size which consist of 40 respondents.

3.6.2 Descriptive Analysis

Descriptive analysis is an analysis that summarize all the collected data and converted it into easily understandable format; the measurement includes the mean, median and mode, the most common patterns on analyzing the data set; and, measurement on the variability, which includes standard deviation, variance kurtosis and skewness. After the analysis, the result can be presented in graph (if necessary) and table for better understanding (Investopedia, 2018a).

In this research, as the data collection involved in close ended question and Likert's scale, descriptive analysis would help a lot on explaining the data collection. This will later help in hypothesis testing, reliability test and validity.

However descriptive analysis only summarizes on the data collected, which unable to present the whole population.

3.6.3   Inferential Analysis

Inferential analysis consist of analysis that almost similar to descriptive analysis, but different in another way. The opportunity that inferential analysis provided is to use the data collected and generalize to a larger population.

However, the analysis unable to represent the accuracy in term of whole population, as it is measured from the data collection and there is a degree of uncertainty in doing it (Laerd Statistics, 2018).

3.7 Conclusion

To summarize this chapter, this is a descriptive research to identify the four independent variables (Personal, Social, Attitude and Psychological) and how would it affect the dependent variable, the intention of joining triathlon. Online questionnaire is self-administered and distributed via online (using snowballing method).

SPSS will be used on doing the descriptive and inferential analysis, to analyze the reliability and validity, so as the hypotheses testing. The correlation between the factors influencing the intention of joining triathlon is measured using multiple regression.

Chapter 4: Research Findings

4.1 Overview

This chapter summarize on the analysis based on the data collection via online questionnaire. To ease the understanding about this research, the analysis will be presented using tables or graph form.

By the end of the analysis, it shall conclude on whether all the hypotheses are being accepted or rejected.

4.2 Pilot Test

The pilot test was conducted using 40 questionnaires to ensure that all the questions were easily understand by the respondents to achieve the accuracy of the data. Below with the result on the pilot test analysis.

4.2.2 Reliability Test

Reliability test – Cronbach's Alpha were carried out to test the reliability of the variables. There are total of 16 variables (parameters) of intention to participate in triathlon which are categorised into 5 segments (personal factors, social factors, attitude factors, psychological factors and intention).

Reliability Statistics			
Segments	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Personal Factors	0.76	0.76	4
Social Factors	0.738	0.656	2
Attitude Factors	0.791	0.787	4
Psychological Factors	0.837	0.842	4
Intention	0.796	0.813	2

(table 4.2.2 reliability analysis on 40 respondents – pilot test)

From the table 4.2.2, after the reliability test, the value of Cronbach's Alpha is between 0.738 to 0.837, which is above the acceptance level. Under the reliability test's thumb of rules, the Cronbach's Alpha values must be above 0.7 for being considered acceptable and above 0.8 to be preferable (Tavakol & Dennick, 2011).

Out of all variables, only psychological factors as a preferable value of 0.837, which is above 0.8 which indicated higher reliability. As for Social Factors, one of the items (society influences) were removed in order to increase the reliability value, while for the Personal Factors, Attitude Factors and Intention able to achieve significant value (above 0.7).

Therefore, the result shows that this research is reliable and able to serve as a benchmark in the development of intention to participate triathlon.

4.3 Descriptive Analysis

In this research, a total of 432 questionnaires has been collected, however only 307 respondents were residing in Klang Valley, which will be used as valid dataset on this research.

Variable	Category	Frequency	Percent (%)	Cumulative Percent (%)
Age	21 - 30	167	54.4	54.4
	31 - 40	103	33.6	87.9
	41 - 50	31	10.1	98.0
	Above 50	6	2.0	100.0
Gender	Male	189	61.6	61.6
	Female	118	38.4	100.0
Education Level	Pre-university (Diploma/ Foundation/ A-level/ STPM or equivalent)	15	4.9	4.9
	Undergraduate (Bachelor Degree or equivalent)	231	75.2	80.1
	Postgraduate (Master Degree and above or equivalent)	61	19.9	100.0
Occupation	Student	63	20.5	20.5
	Unemployed	31	10.1	30.6
	Self-employed / entrepreneur	31	10.1	40.7
	Entry level	33	10.7	51.5
	Executive level	96	31.3	82.7
	Managerial role or professional	53	17.3	100.0
Income Level (Monthly)	Rm2,000 or below	117	38.1	38.1
	Rm2,001 to Rm3,000	36	11.7	49.8
	Rm3,001 to Rm4,000	52	16.9	66.8
	Rm4,001 to Rm5,000	38	12.4	79.2
	Above Rm5,000	64	20.8	100.0
Residing location	Within Klang Valley	307	100.0	100.0

(table 4.3 Descriptive Analysis on 307 respondents)

From all the responders, dominantly 54.4% of the respondents are within the age range of 21 – 30; while the age range above 50 are the least (2%). The age ranges from 31 – 40 consist of 103 respondents (33.6%) and for 41 – 50 age range, there are 31 respondents which equivalent to 10.1%.

From the gender perspective, male dominate the data, with 189 respondents (61.6%) while female respondents are 118 (38.4%).

Besides that, on the education level, we observe that none of the respondents are from secondary education or in another words, most of them went beyond secondary education. From the data, most of the respondents are undergraduate level, which consist of 231 out of 307, while 15 respondents are from pre-university and 61 respondents are from postgraduate.

Based on the data collection, executive level occupied the most (96 out of 307), followed by student (63 out of 307). For respondents whom are in managerial role or professional occupied 17.3%, which is 53 response, and entry level is 10.7%. The unemployed & self-employed/ entrepreneur having the same number of respondents which consist of 31 respondents.

Lastly on the income level, most of the respondents are from the income level which is Rm2,000 and below with 117 respondents (38.1%). Followed by the income with Rm5,000 and above with 64 respondents (20.8%). The least percentage of the respondents are from the income level of Rm2,001 to Rm3,000.

4.4 Preliminary Analysis

Preliminary test such as reliability analysis were tested to determine the quality of the data collected in order to fit into the research.

4.4.1 Reliability Analysis

A reliability analysis is to measure the consistency of the results based on the variables. In this study, Cronbach's Alpha was used as a measurement to test for the reliability. From a standard practice, the minimum acceptance level for Cronbach's Alpha value is 0.7, for the measurement that does not meet the minimum acceptance level shall be considered as does not meet the standard. However, from Pallant (2013) finding, the Cronbach's Alpha values are rather sensitive in relates to the number of items and it is commonly found that for the scales with less than ten items, the Cronbach's Alpha values rather less, which therefore we lowered the acceptance level to 0.6 and above.

Construct	Cronbach's Alpha value	No. of Items
Personal Factors	0.758	3
Social Factors	0.711	2
Attitude Factors	0.734	3
Psychological Factors	0.766	4
Intention	0.803	2

(table 4.5, summary of reliability analysis)

From the above table, all sections have achieved the acceptance level. Intention have achieved higher than 0.7 values, which signifies strong reliability, compared to personal factors, social factors, attitude factors and psychological factors which are less reliable.

As for personal factors, social factors and attitude factors, 1 item was removed from each and every factor in order to achieve higher reliability. In personal factors, commitment/ time spent were removed; under the social factors, society influences were removed; and for attitude factors, the reputation of organizer were removed. As these 3 items were removed, the Cronbach's Alpha value raised to the actual acceptable level (instead of lowered acceptance level, 0.6), which is higher than 0.7.

4.5 Pearson Correlation

Correlations

		PerFac	Intention
PerFac	Pearson Correlation	1	.215**
	Sig. (2-tailed)		0.000
	N	307	307
Intention	Pearson Correlation	.215**	1
	Sig. (2-tailed)	0.000	
	N	307	307
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations

		SocFac	Intention
SocFac	Pearson Correlation	1	.256**
	Sig. (2-tailed)		0.000
	N	307	307
Intention	Pearson Correlation	.256**	1
	Sig. (2-tailed)	0.000	
	N	307	307
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations

		AttFac	Intention
AttFac	Pearson Correlation	1	0.069
	Sig. (2-tailed)		0.228
	N	307	307
Intention	Pearson Correlation	0.069	1
	Sig. (2-tailed)	0.228	
	N	307	307
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations

		PsyFac	Intention
PsyFac	Pearson Correlation	1	.300**
	Sig. (2-tailed)		0.000
	N	307	307
Intention	Pearson Correlation	.300**	1
	Sig. (2-tailed)	0.000	
	N	307	307
**. Correlation is significant at the 0.01 level (2-tailed).			

(Table 4.7.1: Summary of Pearson Correlation Analysis)

Pearson Correlation analysis is a measurement to use for determining the degree of two variables (independent and dependent) movements are associated. It is measure using the range from -0.1 to 1.0.

1.0 represent positive correlation while -0.1 represent negative correlation. 0 value indicates there is no relationship within two variables (Nickolas, 2018).

While on the other hand, from the table 4.7.1, all dependent variables (Personal Factors, Social Factors and Psychological Factors) are significant, as the P value is lower than 0.05; Attitude Factor is not significant as the P value is 0.095, which is greater than 0.05.

This can be concluded that attitude factor makes no significant effect on the intention to participate on the triathlon

4.6 Multiple Regression

Multiple regression is a form of complex methods of correlation to predict the value of variable based on the dependent and independent variable. In this research, total quantitative values of Personal Factors, Social Factors, Attitude Factors, Psychological Factors and Intentions will be used for multiple regression.

This research shall be calculate using 95% confidence level, as suggested by most of the researcher (Siegle, 2009). As the research is to study the factors influence the intention of participation in Triathlon, based on the rationale, one-tailed test was selected.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.360[a]	0.130	0.118	1.21273	1.953
a. Predictors: (Constant), PsyFac, SocFac, PerFac, AttFac					
b. Dependent Variable: Intention					

(Table 4.6.1: Multiple Regression Model Summary)

The model summary is to explain the degree of regression model that is fit with the data collection. From the table 4.6.1 shows that the multiple correlation coefficient or value of R with 0.360 and R-Square value is 0.130, which indicate these 4 factors (personal, social, attitude and psychological factors) only contributed 13% on the intention, while the other 87% is explained by other factors. In general, the higher the R-Square, the better the model fits into the data. However in certain fields such as human behaviour, the R-Square is expected to be lower, due to the reason that humans are harder to predict (Minitab, 2013).

On the other hand, Durbin Watson Statistic is to test on the autocorrelation of the data. The standard of Durbin Watson is based on the value from 0 – 4. For value of 2 represent there is no autocorrelation, from 0 to less than 2 indicate positive autocreation while for more than 2 to 4 represent negative autocorrelation (Investopedia, 2018b). From the table of 4.6.1 shows that these data are falls under positive autocorrelation.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.308	4	16.577	11.271	.000[b]
	Residual	444.154	302	1.471		
	Total	510.463	306			
a. Dependent Variable: Intention						
b. Predictors: (Constant), PsyFac, SocFac, PerFac, AttFac						

(Table 4.6.2: Summary of ANOVA table)

The analysis of variance (ANOVA) is to test on the levels of variability within a regression model and significance test. From the table 4.6.2 shows that $F_{(4, 302)} = 11.271$, p (or Sig) <0.0005, which indicates the overall regression model is significant as the value is 0.000, which is lower than 0.0005.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.547	0.426		1.285	0.200
	PerFac	0.140	0.078	0.117	1.788	0.075
	SocFac	0.159	0.063	0.149	2.510	0.013
	AttFac	-0.159	0.069	-0.152	-2.317	0.021
	PsyFac	0.385	0.105	0.257	3.678	0.000
a. Dependent Variable: Intention						

(Table 4.6.3: Summary of Coefficient Matrix)

Lastly, the table 4.6.3 shows on the coefficients for Personal Factors, Social Factors, Attitude Factors and Psychological Factors are 0.117, 0.149, -0.152 and 0.257 respectively. This indicates a relatively high degree of correlation of Personal Factors, Social Factors and Psychological Factors to the intention of joining triathlon while Attitude Factors has a lower degree of negative correlation.

While the significance statistics shows that Social Factors (0.001), Attitude Factors (0.006) and Psychological Factors (0.000) are significant as the value is lower than 0.05.

As conclusion, the relationship between the four independent variables and intentions to join triathlon can be summarized as, psychological factors impact the most among the four independent variables with a β value of 0.257, followed by social factors (β value: 0.149) after that personal factors (β value: 0.117).

4.8 Integration of Findings

After the data analysis based on the correlation and regression, below with the result of the hypothesis.

Hypothesis	Subject	Result
H1	Personal factors influence the intention of participation in triathlon	Accepted
H2	Social factors influence the intention of participation in triathlon	Accepted
H3	Attitude factors influence the intention of participation in triathlon	Rejected
H4	Psychological factors influence the intention of participation in triathlon	Accepted
H5	The relationship on internal and external factors influence the intention of participation in triathlon	Fail to reject

(Table 4.8: Summary on hypothesis result)

From the table 4.8, hypotheses H1 to H4 were analyses using correlation, shows that out of 4 hypotheses, only H1, H2 & H4 being accepted, while H3 is a null hypothesis. H1 (Personal factors), H2 (Social factors) and H4 (Psychological factors) provide a significant level on influences the intention of participation in triathlon; while H3 (Attitude factors) is lack of evidence to prove on influences the intention of participation in triathlon.

Within the attitude factors includes the unexpected past incident, the difficulties and challenges, so as the contributions to well-being, which does not carry significant value to influence the participation in triathlon. This is due to in public perception, triathlon has been projected as one of the toughest sports globally, which it is expected to be difficult, challenging, there is a possibility of incident might happen throughout the entire event, however this does not affect on the intention of public on taking part in triathlon.

While on the other hand, personal factors, social factors and psychological factors plays more important roles on influence the public intention. As for triathlon, it is expected to be challenging, which it requires a good health condition, and due to the nature of triathlon involved 3 discipline (swim, bike and run), which consequently it requires more money to be involved to take part in triathlon and if contributed on the personal income and personal expenditure.

As for society factors, it appears to be significant as it requires more support and motivation from family and peers. Besides that, due to the long training hours, triathlon requires a reference groups or peers to accompany throughout the training period so as during the competition.

And lastly, psychological factors, which involving in mental readiness, fear of failure, motivation and value. As mentioned earlier, triathlon has been projected as toughest and challenging sports, which therefore a mental readiness is a need; and due to the challenges have high failing rate, which therefore the participant must first overcome the hear of failing; moreover only participants must have high sense of self-achievement in order to participate the triathlon, as it requires high commitment and motivation. The perception on the triathlon also important as it contributes high level of participation when the value of the challenge is justified.

On the other hand, H5 were analyses using multiple regression. From the table 4.6.3 shows on the coefficients for Personal Factors, Social Factors, Attitude Factors and Psychological Factors are 0.117, 0.149, -0.152 and 0.257 respectively. Which indicates that the Attitude Factors does not affect the intention of participate in triathlon, however the other factors did significantly affect. At such, we able concluded that, the hypothesis H5 is failed to reject.

Chapter 5: Conclusion and Limitation

5.1 Overview

This chapter will summarize all the findings from the data analysis and suggestions to be provided for future research in order to contribute towards academia so as real-life industry. This research measures the public intention to join triathlon based on the Theory of Planned Behavior and Overall Model of Consumer Behavior, whereby the consumer behavior was influenced by the intention which are external and internal factors. The intention to participate in triathlon were measured by the amount of influence in term of personal, social, attitude and psychological factors.

The findings concluded that the personal factors, social factors and psychological factors plays important roles on influences a person's intention on joining triathlon while the attitude factors do not. Moreover, among all the factors, psychological factors show the strongest influences.

Lastly, the limitations of the research are outlined. By the end of this chapter will be provided with recommendations for future research and personal reflection from the entire research process.

5.2 Discussion and suggestion

From the data analysis, it can be concluded as personal, social and psychological plays significant roles on affecting public intention on joining triathlon. As for marketers, there are few suggestions may be applied to increase the intention of participation on triathlon and indirectly to boost the sales of triathlon.

One of the suggestions would be providing workshop to the public. This is to create awareness on the triathlon and at the same time to boost the confident level of the public. By doing so, when the public have the confident level and is ready in term of mentality, they will participate on the triathlon. Besides boosting the confident level of public, by providing workshop to public able to provide motivation to the public. Participants would easily find reference group or peers to support each other's throughout the training and competition.

The second suggestion would be rebranding triathlon by providing a unique selling point, such as a themed based triathlon or attractive finisher medal. As such, this able to motivate the participant to participate in triathlon as the value has been justified and the sense of achievement become the motivation for public to participate on triathlon. Participants will join triathlon as the attractive finisher medal will be collected as a sense of achievement.

There are few categories in triathlon mainly differentiate by the distance. There is Sprint distance, which is the shortest distance for triathlon; Olympic distance which is the normal distance; Ironman distance which is longer than Olympic distance. However, there are less sprint distance triathlon in Malaysia, which marketers may consider organizing more Sprint distance triathlon, as this may attract more new participants from the perspective of trying triathlon, as the Olympic distance may be too challenging to the public which are new to triathlon. This not only will retain the current number of participants, but also open opportunity to newbies.

5.3 Contributions

5.3.1 Academia

From the academic point of view, this research explained on how internal and external factors affecting the consumer behavior on sports event. Previously, most consumer behavior are more towards a product, which the main influencing factors are focusing on 4 P(s) (price, promotion, place and product).

Although this research did not provide conclusive results on specific factors that would influence the public intention on joining triathlon, however it provide an understanding on how the external factors and internal factors affect the decision. This provides a foundation to future research on similar topics which allow other researcher to dig deeper on the rest of factors that affect the intention.

5.3.2 Industry

In the industry perspective, this research able to list down which factors to be focused by marketers in order to attract potential customer to join triathlon. Although this research concluded that the mentioned factors only affected partially of the intention, however it can be used to improve on the business perspective.

This allow the triathlon organizer to come out with other strategies to encourage more customer to join triathlon. Understanding the influences that affected the public intention would contribute on resource planning as well, as the marketers will not waste resources on unnecessary expenditure.

Ultimately, marketers who utilizes this data would gain competitive advantage, as other marketers would only consider of the marketing mix of 4 P(s).

5.4 Limitation & Future Research

Upon doing this research, there are several limitations are faced which hinders from completing this project. Firstly, is the sample size used for this research. Although the sample size was calculated by Raosoft, however it unable to represent the whole population as sturdy evidence to prove on the hypothesis. In future should opt for bigger sample size.

In addition, as the data collected were using snowballing method, there is possibility that the questionnaire was answered by respondents that does not meet the requirement. During the data collection period, questionnaire was distributed to public, however to some respondent, they do not interest on answering the questionnaire randomly. This caused the inaccuracy of data.

Consequently, this study only focusses on 4 factors which categorized by two internal and two external factors, which is rather insufficient. This was realized after the data analysis, as the percentage of the factors influences the intention of participate on triathlon is rather low. In future, researcher should explore more factors that influence the intention of participate triathlon.

Moreover, time also one of the limitations as the literature review and data collection requires more time to achieve.

And lastly, there is less empirical research that may refer to also one of the limitations in this research. Due to not many researches has been done in Malaysia, which created difficulties on doing this research.

5.5 Personal Reflection

Upon completion of this thesis, I have gained valuable insights and better understanding from doing the research. One of the critical reflections is the time management. From a position of part time student, time is essential and relatively insufficient when need to juggle between work and academic. However, thanks to research's supervisor (Ms. Diana) guidance and sharing, which really helps on completing the thesis.

Secondly is understanding the Overall Model of Consumer Behavior as advised by the research's supervisor. It is the fundamental that builds up the whole research topic. Moreover, with deeper understanding of the mechanism enable me to relate to real life situation.

Besides that, the whole process from literature review to data collection and data analyses is a challenge to me, as this is the first-time doing research project. Thus, it took me a lot of time and effort in order to familiarized with the outline and knowledge. Again, without patience guidance from the supervisor (Ms. Diana), all these couldn't be complete. I really appreciate and feel thankful to be assigned with Ms. Diana as my supervisor.

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Appendixes

Consumer behaviour towards triathlon

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APPENDIX 9

PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	ANG TZE HWEE
Supervisor's Name:	SIT INTAN NURDIANA WONG ABDULLAH
Dissertation Topic:	
PUBLIC INTENTION ON JOINING TRIATHLON IN KLANG VALLEY	

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date (Week) 1–28
Research Topic Approval	Week 1
Initial Research Proposal	Week 2
Chapter 1 Draft	Week 3
Chapter 2 Draft	Week 4
Chapter 3 Draft	Week 5
Pilot Study	Week 6
Questionnaire Distribution	Week 7
Data Compilation	Week 8
Data Analysis	Week 9
Chapter 4 Draft	Week 9–10
Chapter 5 Draft	Week 10
Final Draft	Week 27 (Deferment weeks 11–26)
Final Submission	Week 28
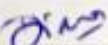
SECTION B. ETHICS

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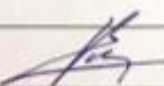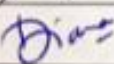
SECTION C. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.
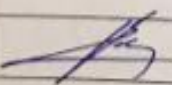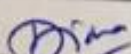
Meeting 1

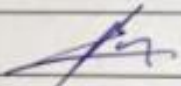| Date of Meeting	19th May 2018
Progress Made	Kick Off Meeting
Agreed Action	Review & Enhance IRPP
Student Signature	
Supervisor's Signature	

Meeting 2

Date of Meeting	26th May 2018
Progress Made	Check Chapter 1 – 3
Agreed Action	Wait for feedback and enhance chapter 1 – 3
Student Signature	
Supervisor's Signature	
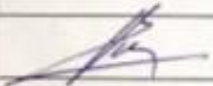
Meeting 3

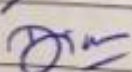| Date of Meeting	1st June 2018
Progress Made	Revise Chapter 1 – 3
Agreed Action	Revise Chapter 1 – 3 and prepare Proposal Defense Slides
Student Signature	
Supervisor's Signature	

Meeting 4

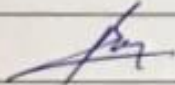|	
Date of Meeting	14th June 2018
Progress Made	Prepare and review chapter 1 – 3
Agreed Action	Prepare Proposal Defense Slides
Student Signature	
Supervisor's Signature	

Meeting 5

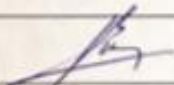|	
Date of Meeting	6th July 2018
Progress Made	Proposal Defense
Agreed Action	Enhance Research & Defense Proposal Feedback from panel, Enhance on chapter 1 – 3
Student Signature	
Supervisor's Signature	

Meeting 6

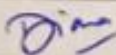|	
Date of Meeting	10th July 2018
Progress Made	Adjustment based on panel feedback
Agreed Action	Finalize questionnaire
Student Signature	
Supervisor's Signature	

Meeting 7

Date of Meeting	13th July
Progress Made	Pilot test checking
Agreed Action	Distribute questionnaire
Student Signature	
Supervisor's Signature	
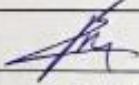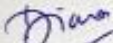
Meeting 8

Date of Meeting	20th July
Progress Made	Data collection and analysis
Agreed Action	To complete data analysis and prepare for VIVA
Student Signature	
Supervisor's Signature	

Meeting 9

Date of Meeting	3rd August 2018
Progress Made	VIVA
Agreed Action	Enhance based on feedback
Student Signature	
Supervisor's Signature	

Meeting 10

Date of Meeting	5th November 2018
Progress Made	Finalize and prepare for submission
Agreed Action	Send for final review
Student Signature	
Supervisor's Signature	

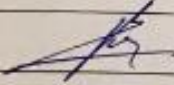## Section D. Comments on Management of Project
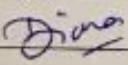
(to be completed at the end of the dissertation process)

Student Comments

Throughout the whole dissertation process, Ms. Siti Intan Nurdiana Wong Abdullah (supervisor) has provided extraordinary guidance and passion on guiding me throughout the period. As a part time student, it is a challenge to complete all these, however with Ms. Diana encouragement, nothing is impossible. I am extremely thankful and grateful as Ms. Diana advised me on how to make this happen and glad that she able to understand from a part time student perspective. Although there was a period of deferment, however with her patience and knowledge, I able to pick up from where I left.

Supervisor Comments

The student has been busy with work and thus have a slight delay. However, he has a very positive attitude and accepts the feedback given for further improvement.

Signature of Student		Date	14/12/18
Signature of Supervisor		Date	14/12/18
Ethics Confirmed		Date	

Public Intention to Join Triathlon

Dear Respondent,

I am a postgraduate student of Masters in Business Administration at INTI International University, Nilai. I am currently conducting a survey as part of my dissertation for my course in final semester.

Thank you for your willingness and time to complete the questionnaire. Your participation is completely voluntary, your responses will be anonymous and will only be used for analysis for this dissertation. It is solely for academic purposes and shall not be circulated out of INTI International University.

The questionnaire intends to identify the factors influencing the intention of joining triathlon. This survey would take about five minutes to complete.

In this survey, you will find a series of questions in 5 sections, which consist of:
1) Personal Factors
2) Social Factors
3) Attitude Factors
4) Psychological Factors
5) Demographic Profile

From 1 to 6 (strongly disagree - strong agree), based on your own perception, how would it affect your intention of joining triathlon.

Thank you for your participation.

* Required

Brief Introduction on Triathlon

Triathlon is a multisport which combines swim, bike and run in a single event. The distance of each disciplines are varies according to the category, which ranging from:

- Sprint category (750m swim, 20km bike and 5km run)
- Olympic category (1.5km swim, 40km bike and 10km run)
- ITU long category (3km swim, 80km bike and 20km run)
- Half Ironman category (1.9km swim, 90km bike and 21.09km run)
- Full Ironman category (3.8km swim, 180km bike and 42.195km run).

Section One: Personal Factors
The Personal Factors are the individual factors to the consumers that strongly influences their buying behaviors. These factors vary from person to person that results in a different set of perceptions, attitudes and behavior towards certain goods and services.

1. Health Conditions *
Health conditions refer to fitness level / medical history / disabilities which would affect my intention to join triathlon. Based on my own perception, I will join triathlon permitted that I am in good health conditions.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

2. Personal Income Level *

Personal income level refer to earning from full time/ part time job which would affect my intention to join triathlon. Based on my own perception, I will join triathlon permitted that I have acceptable level of personal income.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	⬭	Strongly Agree

3. Expenditure *

Expenditure referring on the cost spent on training (gears; coach; nutrition and etc) & race (event registration fees - ranging from USD50 - USD700; flight & accommodation; meals; race nutrition; and etc). Based on my own perception, I will join triathlon permitted that I able to afford on the expenditure.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	⬭	Strongly Agree

4. Commitment / Time Spent *

Commitment / time spent refer to personal contribution of time spent in each discipline training (swim; bike & run) on building endurance so that the body is able to sustain up to minimum 3.8km swim; 180km cycle and 42.2km run. This will lead to sacrifices of personal & entertainment, family and socializing time. Based on my own perception, I will join triathlon permitted that I able to commit and manage the time spent on it.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	⬭	Strongly Agree

Section Two: Social Factors

Social factors are things that affect lifestyle, such as religion, family or wealth. These can change over time, Food developers need to be aware of these changes to make foods that meet the needs of consumers.

5. Supports from Family Members *

Supports from family members refer to immediate parents, siblings, spouse, life partner and guardians. Based on my own perception, I will join triathlon permitted that I have support from family members.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	⬭	Strongly Agree

6. **Peer Influences** *

Peer influences refer to the reference groups (past participants, coach, friends) who encourage and motivate me to join triathlon. Based on my own perception, I will join triathlon permitted that I have support from reference group.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

7. **Society Influences** *

Society influences refer to the trend and culture of the country (running events such as Colour Run, Music Run, Obstacles Run). Based on my own perception, I will join triathlon because of the societal trend that supports the sport.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

Section Three: Attitude

A predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards (together called stimuli).

8. **Reputation of the Organizing Company** *

Reputation of the organizing company refer to one's perceptions towards the preparation, track records and risk assessment of the organizing company. Based on my own perception, I will join triathlon permitted that the organizer has good reputation on organizing such event.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

9. **Unexpected Incidents from the Past Events** *

Unexpected incidents from the past events refer to one's perceptions towards any unfortunate accidents (drowns, crash accidents) due to poor supervision and lack of on-site safety personnel. Based on my own perception, I will join triathlon if there are less incidents from the past events.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

10. **Difficulties and Challenges** *

Difficulties and challenges refer to one's perceptions towards the event routes (choppy water, hills on cycling & running and climates). Based on my own perception, I will join triathlon if there are less difficulties and challenge in the event route.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

11. **Contributions to well-being** *

Contributions to health conditions refer to one's perceptions towards joining triathlon would improve on personal health conditions and bring benefits to the fitness level (such as endurance, stamina, weight loss, better body figure and appearance and etc). Based on my own perception, I will join triathlon permitted that it contributes to my overall well-being.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

Section Four: Psychological Factors

Psychological factors are the mental factors that help or prevent sportspeople from being in the right 'frame of mind' to perform well. In sport you have to want to perform and to improve your performance. Your determination to do this is called motivation.

12. **Mental Readiness** *

Mental readiness refers to one's confident level/ mental strength/ determination in joining triathlon. Based on my own perception, I will join triathlon permitted that I am mentally ready for the challenge.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

13. **Fear of failure** *

Fear refers to one's acceptance level towards personal failures and image (ego). Based on my own perception, I will join triathlon permitted that I am able to overcome the fear of failing to complete the race.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

14. **Motivation** *

Motivation refers to one's sense of achievement and pride; continuous self improvement through challenges. Based on my own perception, I will join triathlon if I am motivated by the sense of self-achievement on completing triathlon.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

15. **Value** *

Value refers to one's perception on worthiness on the cost spent (money & time) versus the positive outcomes in return. Based on my own perception, I will join triathlon permitted that I am able to justify the value of the challenge.
Mark only one oval.

	1	2	3	4	5	6	
Strongly Disagree	◯	◯	◯	◯	◯	◯	Strongly Agree

Section Five: Demographic Profile

Please choose the option that best fit to you.

16, **Age:** *

Mark only one oval.

○ 21 - 30

○ 31 - 40

○ 41 - 50

○ Above 50

17. **Gender** *

Mark only one oval.

○ Female

○ Male

18. **Education Level** *

Mark only one oval.

○ Secondary Education (SPM, O-level or equivalent)

○ Pre-university (Diploma/ Foundation/ A-level/ STPM or equivalent)

○ Undergraduate (Bachelor Degree or equivalent)

○ Postgraduate (Master Degree and above or equivalent)

19. **Occupation** *

Mark only one oval.

○ Student

○ Unemployed

○ Self-employed / entrepreneur

○ Entry level

○ Executive level

○ Managerial role or professional

20. **Income Level (Monthly)** *

Mark only one oval.

○ Rm2,000 or below

○ Rm2,001 to Rm3,000

○ Rm3,001 to Rm4,000

○ Rm4,001 to Rm5,000

○ Above Rm5,000

21. **Residing location** *
Mark only one oval.

○ Within Klang Valley

○ Outside Klang Valley

22. **I intend to participate triathlon in the next 6 months** *
Mark only one oval.

	1	2	3	4	5	6	
Most unlikely	○	○	○	○	○	○	Most likely

23. **I am interested to sign up for a triathlon competition if there is one organise soon.** *
Mark only one oval.

	1	2	3	4	5	6	
Most unlikely	○	○	○	○	○	○	Most likely

Thank you for your time and effort on participating the questionnaire.

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Google Forms

UNIVERSITY OF HERTFORDSHIRE

FORM EC1A: APPLICATION FOR ETHICS APPROVAL OF A STUDY INVOLVING HUMAN PARTICIPANTS
(Individual or Group Applications)

Please complete this form if you wish to undertake a study involving human participants.

Applicants are advised to refer to the Ethics Approval StudyNet Site and read the Guidance Notes (GN) before completing this form.

http://www.studynet2.herts.ac.uk/ptl/common/ethics.nsf/Homepage?ReadForm

Use of this form is mandatory [see UPR RE01, 'Studies Involving Human Participants', SS 7.1-7.3]

Approval must be sought **and granted** before any investigation involving human participants begins [UPR RE01, S 4.4 (iii)]

If you require any further guidance, please contact either hsetecda@herts.ac.uk or ssahecda@herts.ac.uk

Abbreviations: GN = Guidance Notes   UPR = University Policies and Regulations

THE STUDY

Q1   Please give the title of the proposed study

Consumer behaviour towards triathlon in Klang Valley, Malaysia

THE APPLICANT

Q2   Name of applicant/(principal) investigator (person undertaking this study)

Ang Tze Hwee

Student registration number/Staff number

I14007012

Email address

I14007012@student.newinti.edu.my

Status:

☐Undergraduate (Foundation)   ☐Undergraduate (BSc, BA)

☒Postgraduate (taught)   ☐Postgraduate (research)

☐Staff   ☐Other

If other, please provide details here:

Click here to enter text.

School/Department:

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Faculty of Business, Communications and Law (FOBCAL)

If application is from a student NOT based at University of Hertfordshire, please give the name of the partner institution: INTI International University, Nilai

Name of Programme (eg BSc (Hons) Computer Science):   Master of Business Administration

Module name and module code: MBA Project, MGT7998

Name of Supervisor: Siti Intan Nurdiana Wong Abdullah   Supervisor's email:
sitiintan.abdullah@newinti.edu.my

Name of Module Leader if applicant is undertaking a taught programme/module:

Dr Syriac Nellikunnel Devasia

Names and student/staff numbers for any additional investigators involved in this study

Nil

Is this study being conducted in collaboration with another university or institution and/or does it involve working with colleagues from another institution?

☐Yes   ☒No

If yes, provide details here:

Click here to enter text.

DETAILS OF THE PROPOSED STUDY

Q3   Please give a short synopsis of your proposed study, stating its aims and highlighting where these aims relate to the use of human participants (See GN 2.2.3)

The purpose of this research is to study the factors that influencing the decision on joining triathlon. For this research, primary data will be collected through survey from residents in Klang Valley area in Malaysia to investigate the reasons for them to join a triathlon. The main purpose of this study is to advocate marketers and triathlon organisers to effectively develop marketing strategies.

Q4   Please give a brief explanation of the design of the study and the methods and procedures used. You should clearly state the nature of the involvement the human participants will have in your proposed study and the extent of their commitment. Ensure you provide sufficient detail for the Committee to, particularly in relation to the human participants. Refer to any Standard Operating Procedures SOPs under which you are operating here. (See GN 2.2.4).

The design of the study is quantitative research whereby the data gathered are all primary data. Online questionnaire will be used in obtaining the feedback from the respondents who are currently residing in Klang Valley, Malaysia. The total sample size required is 250, whereby the unit analysis are individuals who stay within the Klang Valley area. EC3 and EC6 form will be appended with the questionnaire.

Q5   Does the study involve the administration of substances?

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☐Yes   ☒No

PLEASE NOTE: If you have answered yes to this question you must ensure that the study would not be considered a clinical trial of an investigational medical product. To help you, please refer to the link below from the Medicines and Healthcare Products Regulatory Agency:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/317952/Algothrim.pdf

To help you determine whether NHS REC approval is required, you may wish to consult the Health Research Authority (HRA) decision tool: http://www.hra-decisiontools.org.uk/ethics/

If your study is considered a clinical trial and it is decided that ethical approval will be sought from the HRA, please stop completing this form and use Form EC1D, 'NHS Protocol Registration Request'; you should also seek guidance from Research Sponsorship.

I confirm that I have referred to the Medicines and Healthcare Products Regulatory Agency information and confirm that that my study is not considered a clinical trial of a medicinal product.

Please type your name here: Click here to enter text.

Date: Click here to enter a date.

Q6.1   Please give the starting date for your recruitment and data collection 3rd July 2018 (or upon approval)

Q6.2   Please give the finishing date for you data collection: 17 August 2018
          (For meaning of 'starting date' and 'finishing date', see GN 2.2.6)

Q7   Where will the study take place?

          The research will be carried out from INTI International University via online distribution of the questionnaire to respondents from Klang Valley area. A checking question on the respondents' current residing area and a brief description of the objective of the questionnaire will be given.

          Please refer to the Guidance Notes (GN 2.2.7) which set out clearly what permissions are required;

          Please tick all the statements below which apply to this study

☐   I confirm that I have obtained permission to access my intended group of participants and that the agreement is attached to this application

☐   I confirm that I have obtained permission to carry out my study on University premises in areas outside the Schools and that the agreement is attached to this application

☐   I confirm that I have obtained permission to carry out my study at an off-campus location and that the agreement is attached to this application

☒   I have yet to obtain permission but I understand that this will be necessary before I commence my study and that the original copies of the permission letters must be verified by my supervisor before data collection commences

☐   This study involves working with minors/vulnerable participants. I/we have obtained permission from the organisation (including UH/UH Partner Institutions when appropriate) in which the study is to take place and which is responsible for the minors/vulnerable participants. The permission states the DBS requirements of the organisation for this study and confirms I/we have satisfied their DBS requirements where necessary.
          NB If your study involves minors/vulnerable participants, please refer to Q18 to ensure you

comply with the University's requirement regarding Disclosure and Barring Service clearance.

☐ Permission is not required for my study as:

Click here to enter text.

HARMS, HAZARDS AND RISKS

Q8.1   It might be appropriate to conduct a risk assessment (in respect of the hazards/risks affecting both the participants and/or investigators). Please use Risk Assessment Form EC5 if the answer to any of the questions below is 'yes'.

If you are required to complete and submit a School specific risk assessment in addition to Form EC5, please append it to your completed Form EC5.

Will this study involve any of the following?

Invasive Procedures/administration of any substance/s?	☐YES	☒NO
Are there potential hazards to participant/investigator(s) from the proposed study? (Physical/Emotional)	☐YES	☒NO
Will or could aftercare and/or support be needed by participants?	☐YES	☒NO

IF 'YES' TO THE ABOVE PLEASE COMPLETE EC1 APPENDIX 1 AND INCLUDE IT WITH YOUR APPLICATION

Q8.2   Is the study being conducted off-campus (i.e. not at UH/UH Partner?) ☐YES   ☒NO

It might be appropriate to conduct a risk assessment of the proposed location for your study (in respect of the hazards/risks affecting both the participants and/or investigators) (this might be relevant for on-campus locations as well). Please use Form EC5 and, if required, a School-specific risk assessment (See GN 2.2.8 of the Guidance Notes).

If you do not consider it necessary to submit a risk assessment, please give your reasons:

This study is voluntarily basis and does not involve face to face contact with the respondents. Furthermore, a copy of the consent form will be made available before the fill up the questionnaire and all respondents are above 21 years of age. Therefore, Risk assessment is not necessary in this study.

ABOUT YOUR PARTICIPANTS

Q9   Please give a brief description of the kind of people you hope/intend to have as participants, for instance, a sample of the general population, University students, people affected by a particular medical condition, children within a given age group, employees of a particular firm, people who support a particular political party, and state whether there are any upper or lower age restrictions.

The targeted participants will be restricted only to those who are aged between 21 – 50 that lives within Klang Valley. However, they will not be from any sample population involving people affected by a particular medical condition, children and minors (under 18 years old) or employees of a particular firm, people who support a particular party.

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Q10   Please state here the maximum number of participants you hope will participate in your study. Please indicate the maximum numbers of participants for *each* method of data collection.

The numbers of participants that are required are approximately 250 participants in order to achieve the research objectives. The sample size was determined based on the sample size calculation by Raosoft with a level confidence of 95%.

Q11   By completing this form, you are indicating that you are reasonably sure that you will be successful in obtaining the number of participants which you hope/intend to recruit. Please outline here your recruitment (sampling) method and how you will advertise your study. (See GN 2.2.9).

The recruitment (sampling) method of this study will be nonprobability snowballing method. The researcher will distribute the questionnaire through friends and relatives who are known to be residing in Klang Valley area via world-of-mouth and through social media.

CONFIDENTIALITY AND CONSENT

(For guidance on issues relating to consent, see GN 2.2.10, GN 3.1 and UPR RE01, SS 2.3 and 2.4 and the Ethics Approval StudyNet Site FAQs)

Q12   How will you obtain consent from the participants? Please explain the consent process for each method of data collection identified in Q4

☒ Informed consent using EC3 and EC6 (equivalent)

☐ Implied consent (e.g. via participant information at the start of the questionnaire/survey etc)

☐ Consent by proxy (for example, given by parent/guardian)

Use this space to describe how consent is to be obtained and recorded for each method of data collection. The information you give must be sufficient to enable the Committee to understand exactly what it is that prospective participants are being asked to agree to.

The study is voluntarily basis thus a copy of the Consent Form (Form EC3) will be made available with the questionnaire. Additionally, Participation Information sheet will be provided to the respondents as well, in order to explain the particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, and any plan for follow-up studies that might involve further approaches to the respondents. Respondents will also be informed that their information will be kept confidential and the data collected is only for this research purpose. All data will be entered by the principal researcher and stored in a password enabled laptop.

If you do not intend to obtain consent from participants please explain why it is considered unnecessary or impossible or otherwise inappropriate to seek consent.

The consent will be obtained before collecting data from the respondents as it is necessary to inform them regarding the purposes of collecting their information

Q13   If the participant is a minor (under 18 years of age) or is unable for any reason to give full consent on their own, state here whose consent will be obtained and how? (See especially GN 3.6 and 3.7)

All participants are from those above 21 years old.

Q14.1   Will anyone other than yourself and the participants be present with you when conducting this study? (See GN 2.2.10)

☐YES   ☒NO

If YES, please state the relationship between anyone else who is present other than the applicant and/or participants (eg health professional, parent/guardian of the participant).

NA

Q14.2   Will the proposed study be conducted in private?

☒YES   ☐NO

If 'No', what steps will be taken to ensure confidentiality of the participants' information. (See GN 2.2.10):

Click here to enter text.

Q15   Are personal data of any sort (such as name, age, gender, occupation, contact details or images) to be obtained from or in respect of any participant? (See GN 2.2.11) (You will be required to adhere to the arrangements declared in this application concerning confidentiality of data and its storage. The Participant Information Sheet (Form EC6 or equivalent) must explain the arrangements clearly.)

☒YES   ☐NO

If YES, give details of personal data to be gathered and indicate how it will be stored.

The personal data will be gathered through an online questionnaire where personal information that is relevant to the study will be addressed such as residing location, age, gender, race, monthly income and education level without having to provide identifying personal details required for making contact. The required respondents' personal information addressed will be secured, encrypted and saved electronically in password-protected cloud storage.

Will you be making audio-visual recordings?

☐YES   ☒NO

If YES, give details of the types recording to be made and indicate how they will be stored.

Click here to enter text.

State what steps will be taken to prevent or regulate access to personal data/audio-visual recordings beyond the immediate investigative team, as indicated in the Participant Information Sheet.

The respondents' personal information will be secured, encrypted and saved electronically in cloud storage. No one else will have any kind of access to it except for the supervisor through the shared folder. After study of the research, the data will be deleted permanently in order to prevent the leakage of data to the third parties.

Indicate what assurances will be given to participants about the security of, and access to, personal data/audio-visual recordings, as indicated in the Participant Information Sheet.

In between the collecting period and data analysis, researcher's laptop is shield with antivirus to prevent attack from interested parties and spams. Password will be set in the document file, to increase the protection level. Therefore, the security level should be enough to secure the respondents' information.

State as far as you are able to do so how long personal data/audio-visual recordings collected/made during the study will be retained and what arrangements have been made for its/their secure storage, as indicated in the Participant Information Sheet.

The data collected will be secured, encrypted and saved electronically in cloud storage for 12 months. Reason for this is because examiners might request to show proof of the data in order to confirm that the data is accurate and not of self-filled results.

Will data be anonymised prior to storage?

☒YES   ☐NO

Q16   Is it intended (or possible) that data might be used beyond the present study? (See GN 2.2.10)

☐YES   ☒NO

If YES, please indicate the kind of further use that is intended (or which may be possible).

Click here to enter text.

If NO, will the data be kept for a set period and then destroyed under secure conditions?

☒YES   ☐NO

If NO, please explain why not:

Click here to enter text.

Q17   Consent Forms: what arrangements have been made for the storage of Consent Forms and for how long?

Hard copy of consent forms will be gathered and secured in a locker with a key lock for 1 year and will be destroyed completely after the period end.

Q18   If the activity/activities involve work with children and/or vulnerable adults satisfactory Disclosure and Barring Service (DBS) clearance may be required by investigators. You are required to check with the organisation (including UH/UH Partners where appropriate) responsible for the minors/vulnerable participants whether or not they require DBS clearance.

Any permission from the organisation confirming their approval for you to undertake the activities with the children/vulnerable group for which they are responsible should make specific reference to any DBS requirements they impose and their permission letter/email must be included with your application.

More information is available via the DBS website -
https://www.gov.uk/government/organisations/disclosure-and-barring-service

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REWARDS

Q19.1   Are you receiving any financial or other reward connected with this study? (See GN 2.2.14 and UPR RE01, S 2.3)

☐YES   ☒NO

If YES, give details here:

Click here to enter text.

Q19.2   Are participants going to receive any financial or other reward connected with the study? (Please note that the University does not allow participants to be given a financial inducement.) (See UPR RE01, S 2.3)

☐YES   ☒NO

If YES, provide details here:

Click here to enter text.

Q19.3   Will anybody else (including any other members of the investigative team) receive any financial or other reward connected with this study?

☐YES   ☒NO

If YES, provide details here:

Click here to enter text.

OTHER RELEVANT MATTERS

Q20   Enter here anything else you want to say in support of your application, or which you believe may assist the Committee in reaching its decision.

In fulfilment of the MBA programme's requirement, it is essential for the student to gather primary data to support the research proposal and achieve the research objectives to enable the student to put into practise the knowledge and apply research skills.

DOCUMENTS TO BE ATTACHED

Please indicate below which documents are attached to this application:

☐ Permission to access groups of participants from student body

☐Permission to use University premises beyond areas of School

☐Schools Permission from off-campus location(s) to be used to conduct this study

☐Risk Assessment(s) in respect of hazards/risks affecting participants/investigator(s)

☒Copy of Consent Form (See Form EC3/EC4)

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☒ Copy of Form EC6 (Participant Info Sheet)

☐A copy of the proposed questionnaire and/or interview schedule (if appropriate for this study). For unstructured methods, please provide details of the subject areas that will be covered and any boundaries that have been agreed with your Supervisor

☐Any other relevant documents, such as a debrief, meeting report. Please provide details here:

Click here to enter text.

DECLARATIONS

1   **DECLARATION BY APPLICANT**

1.1   I undertake, to the best of my ability, to abide by UPR RE01, 'Studies Involving the Use of Human Participants', in carrying out the study.

1.2   I undertake to explain the nature of the study and all possible risks to potential participants,

1.3   Data relating to participants will be handled with great care. No data relating to named or identifiable participants will be passed on to others without the written consent of the participants concerned, unless they have already consented to such sharing of data when they agreed to take part in the study.

1.4   All participants will be informed **(a)** that they are not obliged to take part in the study, and **(b)** that they may withdraw at any time without disadvantage or having to give a reason.

(NOTE: Where the participant is a minor or is otherwise unable, for any reason, to give full consent on their own, references here to participants being given an explanation or information, or being asked to give their consent, are to be understood as referring to the person giving consent on their behalf. (See Q 12; also GN Pt. 3, and especially 3.6 & 3.7))

Enter your name here: Ang Tze Hwee   Date 27/06/2018

2   **GROUP APPLICATION**

(If you are making this application on behalf of a group of students/staff, please complete this section as well)

I confirm that I have agreement of the other members of the group to sign this declaration on their behalf

Enter your name here: Click here to enter text.   Date Click here to enter a date.

DECLARATION BY SUPERVISOR (see GN 2.1.6)

I confirm that the proposed study has been appropriately vetted within the School in respect of its aims and methods; that I have discussed this application for Ethics Committee approval with the applicant and approve its submission; that I accept responsibility for guiding the applicant so as to ensure

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compliance with the terms of the protocol and with any applicable ethical code(s); and that if there are conditions of the approval, they have been met.

Enter your name here: Siti Intan Nurdiana Wong Abdullah   Date 27/06/2018

UNIVERSITY OF HERTFORDSHIRE

ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS
('ETHICS COMMITTEE')

FORM EC2: APPLICATION FOR MODIFICATION AND/OR EXTENSION TO AN EXISTING PROTOCOL APPROVAL

Please note: this form may be used to amend a study approved after January 2013. For studies approved pre-January 2013, please complete a new EC1 form for review and approval.

1   **Title of original application:**
Consumer behaviour towards triathlon in Klang Valley, Malaysia

Protocol Number:
cBUS/PGT/CP/03726

Is this the first modification/extension request for this study?

Yes   No

If no, please include the most recent approval notification document with your application.

___

2   **Protocol holder details**

Applicant name:	Ang Tze Hwee
Student/Staff number :	I14007012
Applicant e-mail address:	I14007012@student.newinti.edu.my
Work address (if appropriate):	Click here to enter text.
Supervisor's name:	Siti Intan Nurdiana Wong Abdullah
Supervisor's School & Department:	Faculty of Business, Communication and Law
Supervisor's e-mail address:	sitiintan.abdullah@newinti.edu.my

___

3   **Specify the nature of the modification/extension (please tick all that apply and complete Q4 & 5).**

☐   Revised title of study.

Please state amended title here

☒   Amend/extend dates

From: 20/08/2018   To: 17/12/2018

☐   Additional worker(s):

Names and student/staff numbers for any additional investigators involved in this study

☐ **Change of supervisor from:** Click here to enter text.   to:Click here to enter text.
Please complete declaration below and give reason in Q4

Declaration by new supervisor:
I have reviewed the ethics protocol paperwork for this study and am aware of
any conditions which must be adhered to.

Signed Click here to enter text..   **Date:** Click here to enter a date.

☐ **Location of study**

Detail new location here

☐ **Other**

Please specify here

4   **Reason for extension/modification request**

As the Manager of Accommodation, over these years, I have been managing a team of 25 staff and handling all resident welfares (feedback, complaints, security, maintenance and so on). As May 2018 session is a short semester (7 academic weeks) at INTI, workloads of students checking-in and out of hostel are thus packed intensively. Moreover, as we are in the transition period of migrating to a new hostel-management system, I involve heavily in dealing with the outsource-company to fit our requirements into the new system. Besides, I have to oversee all matters of transferring information into the new system; as well as pilot testing the system and monitoring any unforeseen circumstances that could cause system breakdown, impacting more than 2,000 students staying on-campus.

This new hostel-management system is an on-going project, where it will be implemented at Nilai campus in October 2018, and more awareness and training sessions will be required to educate the students how to use the system correctly and effectively, through the various new functions. All these require effort and time in preparing documentation and workshop preparation. Therefore, I hereby request for an extension for my thesis submission.

5   **Hazards**

Does the modification or extension present additional hazards to the
participant/investigator?

YES   ☐   **NO**   ☒

If YES, please complete a new risk assessment EC5 form. Subject specific forms may also be necessary; you should therefore contact your Supervisor or School to see whether this is the case.

If you are required to complete a School risk assessment, please append this to your EC5 form. In this case the EC5 form should be used to note any risks **not** already noted on your School risk assessment. It is acceptable to state 'Included in <School> risk assessment> in the relevant spaces of the EC5 where applicable.

Signature of Applicant   : Ang Tze Hwee   Date: 07/09/2018

Support by Supervisor: Siti Intan Nurdiana Wong   Date: 07/09/2018

University of Hertfordshire UH

SOCIAL SCIENCES, ARTS AND HUMANITIES ECDA

ETHICS APPROVAL NOTIFICATION

TO   Ang Tze Hwee

CC   Siti Intan Nurdiana Wong Abdullah

FROM   Dr Timothy H Parke, Social Sciences, Art and Humanities ECDA Chairman

DATE   02/10/18

Protocol number: acBUS/PGT/CP/03726(1)

Title of study: Consumer behaviour towards triathlon in Klang Valley, Malaysia

Your application to modify and extend the existing protocol as detailed below has been accepted and approved by the ECDA for your School and includes work undertaken for this study by the named additional workers below:

Modification:

Extend the end date

This approval is valid:

From: 02/10/18

To: 17/12/18

Additional workers: no additional workers named

Please note:

If your research involves invasive procedures you are required to complete and submit an EC7 Protocol Monitoring Form, and your completed consent paperwork to this ECDA once your study is complete. You are also required to complete and submit an EC7 Protocol Monitoring Form if you are a member of staff. This form is available via the Ethics Approval StudyNet Site via the 'Application Forms' page http://www.studynet1.herts.ac.uk/ptl/common/ethics.nsf/Teaching+Documents?Openview&count=9999&restricttocategory=Application+Forms

Any conditions relating to the original protocol approval remain and must be complied with.

Any necessary <u>permissions</u> for the use of premises/location and accessing participants for your study must be obtained in writing prior to any data collection commencing. Failure to obtain adequate permissions may be considered a breach of this protocol.

Approval applies specifically to the research study/methodology and timings as detailed in your Form EC1/EC1A or as detailed in the EC2 request. Should you amend any further aspect of your research, or wish to apply for an extension to your study, you will need your supervisor's approval (if you are a student) and must complete and submit a further EC2 request. In cases where the amendments to the original study are deemed to be

substantial, a new Form EC1A may need to be completed prior to the study being undertaken.

Should adverse circumstances arise during this study such as physical reaction/harm, mental/emotional harm, intrusion of privacy or breach of confidentiality this must be reported to the approving Committee immediately. Failure to report adverse circumstance/s would be considered misconduct.

Ensure you quote the UH protocol number and the name of the approving Committee on all paperwork, including recruitment advertisements/online requests, for this study.

Students must include this Approval Notification with their submission.