

12 November 2018

Mr Mayemba Karel Nzita (212562053)
School of Management, IT and Governance
Westville Campus

Dear Mr Nzita,

Protocol Reference Number : HSS/2040/018D

Project title: The effectiveness of Visual Content on Social Media Marketing in its effect on Brand Equity and consumers' decision-making: A UKZN students' perceptive

Full Approval – Expedited Application

In response to your application received 31 October 2018, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully



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Professor Shenuka Singh (Chair)

/ms

Cc Supervisor: Dr Pravina Devpersadh Oodith
cc Academic Leader Research: Professor Isabel Martins
cc School Administrators: Ms Angela Pearce

Humanities & Social Sciences Research Ethics Committee

Professor Shenuka Singh (Chair)

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