

17 August 2018

Mayemba Karel Nzita (SN 212562053)
School of Management, IT and Governance
College of Law and Management Studies
Westville Campus
UKZN
Email: oodithdp@ukzn.ac.za

Dear Mayemba

RE: PERMISSION TO CONDUCT RESEARCH

Gatekeeper's permission is hereby granted for you to conduct research at the University of KwaZulu-Natal (UKZN), towards your postgraduate studies, provided Ethical clearance has been obtained. We note the title of your research project is:

"The effectiveness of Visual Content on Social Media and its Effect on Brand Equity and Consumers' Decision-making: A UKZN Student Perspective".

It is noted that you will be constituting your sample as follows:

- with a request for responses on the website. The questionnaire must be placed on the notice system <http://notices.ukzn.ac.za>. A copy of this letter (Gatekeeper's approval) must be simultaneously sent to (govenderlog@ukzn.ac.za) or (ramkissoob@ukzn.ac.za).

Please ensure that the following appears on your questionnaire/attached to your notice:

- Ethical clearance number;
- Research title and details of the research, the researcher and the supervisor;
- Consent form is attached to the notice/questionnaire and to be signed by user before he/she fills in questionnaire;
- gatekeepers approval by the Registrar.

You are not authorized to contact staff and students using 'Microsoft Outlook' address book. Identity numbers and email addresses of individuals are not a matter of public record and are protected according to Section 14 of the South African Constitution, as well as the Protection of Public Information Act. For the release of such information over to yourself for research purposes, the University of KwaZulu-Natal will need express consent from the relevant data subjects.

Data collected must be treated with due confidentiality and anonymity.

Yours sincerely



**MR SS MOKOENA
REGISTRAR**

Office of the Registrar

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