

28 May 2020

Miss Verushka Singh (214551607)
School Of Man Info Tech & Gov
Westville Campus

Dear Miss Singh,

Protocol reference number: HSSREC/00001395/2020

Project title: The Impact of Brand Elements on the Purchase Behaviour of UKZN Students in Relation to Fast-moving Consumer Goods (FMCGs)

Degree: Masters

Approval Notification – Expedited Application

This letter serves to notify you that your application received on 11 May 2020 in connection with the above, was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) 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.

This approval is valid until 28 May 2021.

To ensure uninterrupted approval of this study beyond the approval expiry date, a progress report must be submitted to the Research Office on the appropriate form 2 - 3 months before the expiry date. A close-out report to be submitted when study is finished.

All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.

HSSREC is registered with the South African National Research Ethics Council (REC-040414-040).

Yours sincerely,



Professor Dipane Hlalele (Chair)

/dd

Humanities & Social Sciences Research Ethics Committee
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