

UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)

APPLICATION FOR ETHICS APPROVAL For research with human participants

Information Sheet and Consent to Participate in Research

Date: 19 July 2020

Greetings,

My name is Chandini Padayachee (0810469302; Email: 215045263@stu.ukzn.ac.za) and I am an M Com (Marketing) student in the School of Management, Information Technology and Governance, at the University of KwaZulu-Natal. My supervisor is Dr P. D. Oodith (031-2607340; Email: oodithdp@ukzn.ac.za).

You are invited to consider participating in a research project entitled, *The Impact of Cause-Related Marketing on Consumer Behaviour and Brand Consciousness: A UKZN Student Perspective*. The aim of this study is to uncover the consumer behaviour and brand consciousness of UKZN students regarding cause-related marketing and effectively uncover strategies that marketers can adopt for active engagement with university students. The study is expected to include 375 students who are above the age of 18 years. If you choose to participate and remain in the study, you will be asked to complete a questionnaire, which should take you about 15 minutes to complete.

Through your participation, I hope to understand the feelings and opinions that UKZN Westville Campus students have towards cause-related marketing and its impact on consumer behaviour and brand consciousness. The results of this survey are intended to contribute to filling the knowledge gap on the impact of cause-related marketing on the purchase decisions of university students, as well as the impact cause-related marketing has on brand consciousness. The study will also provide valuable insight into the strategies that marketers can adopt for active engagement with university students. The study will not involve any risks and/or discomforts.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number_____).

In the event of any problems or concerns/questions you may contact the researcher at (0810469302; Email: 215045263@stu.ukzn.ac.za) or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban 4000 KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the

School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

Sincerely

Chandini Padayachee

CONSENT TO PARTICIPATE

I (_____) have been informed about the study entitled, *The Impact of Cause-Related Marketing on Consumer Behaviour and Brand Consciousness: A UKZN Student Perspective* by Chandini Padayachee (0810469302; Email: 215045263@stu.ukzn.ac.za).

I understand the purpose and procedures of the study (add these again if appropriate).

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at (provide details).

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus
Govan Mbeki Building
Private Bag X 54001
Durban
4000
KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557 - Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

Signature of Participant

Date

Signature of Witness
(Where applicable)

Date

Signature of Translator
(Where applicable)

Date