

20 October 2020

Chandini Padayachee (SN 215045263)  
School of Management, IT and Governance  
College of Law and management Studies  
Westville Campus UKZN

Email: [oodithdp@ukzn.ac.za](mailto:oodithdp@ukzn.ac.za)

Dear Chandini

**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 Impact of Cause-Related marketing on Consumer Behaviour and Brand Consciousness: 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](mailto:govenderlog@ukzn.ac.za)) or ([ramkissoob@ukzn.ac.za](mailto:ramkissoob@ukzn.ac.za)).

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

- Ethical clearance approval letter;
- 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 PAIA and POPI 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



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**DR KE CLELAND: REGISTRAR (ACTING)**

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**Office of the Registrar**

Postal Address: Private Bag X54001, Durban, South Africa

Telephone: +27 (0) 31 260 8005/2206 Email: [registrar@ukzn.ac.za](mailto:registrar@ukzn.ac.za)

Website: [www.ukzn.ac.za](http://www.ukzn.ac.za)



Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville