

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:

Good Day

My name is Lindeliwe Zungu and I am a MCom (Marketing) student in the School of Management, Information Technology and Governance at the University of KwaZulu-Natal Westville Campus. I can be contacted on 0622087146; email: 219058032@stu.ukzn.ac.za. My supervisor is Dr D Oodith (031 2607850; Email: oodithd@ukzn.ac.za).

You are being invited to consider participating in a study entitled, *The influence of tobacco substitute e-cigarette marketing on Generation Z consumers: A UKZN perspective*. The aim of this study is to determine the influence e-cigarette marketing has towards shaping Gen Z University of KwaZulu-Natal (UKZN) students' perceptions, attitudes, initiation and use of e-cigarettes. This study also aims to examine the influence the Covid-19 pandemic has on young adults' perceptions and attitudes of e-cigarettes.

If you choose to participate and remain in the study, you will be asked to complete an online questionnaire, which should take you about 15 minutes to complete. Through your participation, I hope to uncover how marketing influences young adults' perceptions and attitudes around: the initiation and use of e-cigarettes; the benefits/risks perceptions associated with e-cigarette use; the role e-cigarette packaging plays on consumer behavior and attitudes; e-cigarettes effectiveness as a cessation tool; the influence of the regulation environment on young adults' perceptions and attitudes about e-cigarettes. In addition, I hope to establish young adults' perceptions about e-cigarettes during the Covid-19 pandemic.

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 219058032@stu.ukzn.ac.za. or 0622087146 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

Lindeliwe Zungu



CONSENT TO PARTICIPATE

I _____ have been informed about the study entitled, *The influence of tobacco substitute e-cigarette marketing on Generation Z consumers: A UKZN perspective*, by Lindeliwe Zungu (0622087146; email: 219058032@stu.ukzn.ac.za).

I understand the purpose and procedures of the study.

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 (0622087146; email: 219058032@stu.ukzn.ac.za).

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