**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:

Greetings,

My name is Sershan Naidoo, (Tel: 0662510654; Email: [216024704@stu.ukzn.ac.za](mailto:216024704@stu.ukzn.ac.za)) and I am a Masters Student (MCom Marketing) from the University of KwaZulu-Natal in the School of Management, Information Technology and Governance. My supervisor is Dr K. Perumal (Tel: 031 2607853; Email: [perumalkr@ukzn.ac.za](mailto:perumalkr@ukzn.ac.za)).

You are being invited to consider participating in a study entitled, *Social media marketing and purchase intentions of South African Generation-Z during the coronavirus pandemic****.*** The study involves exploring the social media marketing and purchase intentions of South African Generation-Z during the coronavirus pandemic. The aim and purpose of this research is to provide insight into the relationship associated with the perceptions of social media marketing and consumer purchase intentions throughout the Covid-19 pandemic. The study is expected to include 364 students between the ages of 18-26 years of age at the University of KwaZulu-Natal, School of Management, IT & Governance, Westville and Pietermaritzburg campuses. The duration of your participation if you choose to participate and remain in the study is expected to be 20 minutes.

This study will not involve any risks and/or discomforts. I hope that through your participation, the study will create a clear understanding of social media marketing and purchase intentions of South African Generation-Z during the coronavirus pandemic. In addition, the results of this study will contribute to filling the gap in existing literature on social media marketing and purchase intentions of South African Generation-Z during the coronavirus pandemic.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (Approval number: HSSREC/00003507/2021).

In the event of any problems or concerns/questions you may contact the researcher at

(Tel: 0662510654; Email: [216024704@stu.ukzn.ac.za](mailto:216024704@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](mailto: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, IT & 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

Mr. Sershan Naidoo

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**CONSENT TO PARTICIPATE**

I ( )

have been informed about the study entitled *Social media marketing and purchase intentions of South African Generation-Z during the coronavirus pandemic* by Mr. Sershan Naidoo (Tel: 0662510654; Email: [216024704@stu.ukzn.ac.za](mailto:216024704@stu.ukzn.ac.za)) MCom Marketing.

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.

I have been informed about any available compensation or medical treatment if injury occurs to me as a result of study-related procedures.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at (Tel: 0662510654; Email: [216024704@stu.ukzn.ac.za](mailto:216024704@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:

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Durban   
4000

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**Signature of Participant Date**

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**Signature of Witness Date**

**(Where applicable)**

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**Signature of Translator Date**

**(Where applicable)**