

30 July 2024

Ms Portia Mbali Fraser
Department of Business Management
Faculty of Commerce, Administration and Law
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heeralalS@unizulu.ac.za

Dear Ms Fraser

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 degree, provided Ethical clearance has been obtained. We note the title of your research project is:

"Comparing the perceptions of social media influencer marketing amongst rural and urban university students in KwaZulu-Natal."

noted that you will be constituting your sample as follows:

- With a request for responses on the website. The questionnaire and/or request for responses to "interview questions" 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) or (ramkissoob@ukzn.ac.za).

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

- Ethical clearance number;
- 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 the '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 Protection of Public Information 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



MR MA TUFTS
Director Governance & Administration

Office of the Registrar

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