

**UNIVERSITY OF ZULULAND RESEARCH  
ETHICS COMMITTEE**  
(Reg No: UZ-REC 0691-008)



**ETHICS APPROVAL LETTER**

Certificate Number	UZ-REC 0691-008 PGM 2024/16									
Project Title	COMPARING THE PERCEPTION OF SOCIAL MEDIA INFLUENCER MARKETING AMONGST RURAL AND URBAN BASED UNIVERSITY STUDENTS IN KWAZULU NATAL									
Principal Researcher/ Investigator	P.M Fraser									
Supervisor and Co-supervisor	Mr S Heeralal					Prof S Zhou				
Department	Business Management									
Faculty	Commerce, Administration and Law									
Type of Risk	Medium Risk - Data collection from people									
Nature of Project	Honours/4 <sup>th</sup> Year			Master's	X	Doctoral		Departmental		

The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above-mentioned project. The Researcher may therefore commence with data collection from the date of this Certificate, using the certificate number indicated above.

**SPECIAL CONDITIONS:**

- (1) This certificate is valid for 1 year from the date of issue.
- (2) Principal researcher must provide an annual report to the UZREC in the prescribed format [due date- 14 October 2025]
- (3) The UZREC must be informed immediately of any material change in the conditions or undertakings mentioned in the documents that were presented to the meeting.
- (4) Under the Protection of Personal Information Act, 04 of 2013 ("POPIA"), researchers have a general legal duty to protect the information they process. They must ensure the security and protection of any personal information processed through the research and provide a compliant and consistent approach to data protection. The information collected via interviews must be for research purposes only. No personal information such as opinions, views, and academic background may be linked to the respondents' identity or shared with anyone for marketing purposes or otherwise.

The UZREC wishes the researcher well in conducting research.

**Prof. Nokuthula Kunene**  
Chairperson: University Research Ethics Committee  
14 October 2024

**RESEARCH & INNOVATION OFFICE**

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