

**UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS
COMMITTEE (HSSREC)**

APPLICATION FOR ETHICS APPROVAL

For research with human participants

Note to researchers: Notwithstanding the need for scientific and legal accuracy, every effort should be made to produce a consent document that is as linguistically clear and simple as possible, without omitting important details as outlined below. Certified translated versions will be required once the original version is approved. There are specific circumstances where witnessed verbal consent might be acceptable and circumstances where individual informed consent may be waived by HSSREC.

Information Sheet and Consent to Participate in Research

Date: 27 February 2025

Dear Madam/Sir

My name is Kholu Mphutlane (student number: 216053644) from the College of Law and Management, School of Management, Information Technology and Governance at the University of KwaZulu-Natal. I am reachable on WhatsApp: (+266)59433243 or email: 216053644@stu.ukzn.ac.za. My supervisor is Mr. Nigel Chiweshe (Email: Chiweshen@ukzn.ac.za or Tel; 0332605355).

You are being invited to consider participating in a study that involves research about exploring social media's role in shaping purchasing decisions of University of KwaZulu-Natal students. The aim and purpose of this research is to examine the extent of social media usage among University of KwaZulu-Natal students in relation to purchasing decisions.

The objectives of the study are as follows:

- To determine whether students' attitude towards using social media influences their purchasing decisions
- To assess how subjective norms, such as peer and family influence, affect students' purchasing decisions on social media

- To evaluate whether students' perceived behavioural control over using social media influences their purchasing decisions
- To investigate how social media-driven purchase intentions influence students' actual purchasing decisions
- To examine how social media influences students' actual purchasing decisions

The study is expected to enroll 381 participants from all the UKZN campuses. It will be available on the UKZN notices. If you decide to participate in this study, you are kindly required to click on the Google Forms link where the questionnaire will be available. The duration of your participation, if you choose to enroll and remain in the study, is expected to be the estimated 8 to 10 minutes that the entire questionnaire will take.

The study will significantly contribute to the South African digital marketing literature and help brand marketers refine their campaigns by enhancing their digital marketing strategies to better reach this key demographic. I will willingly provide the students with a document (copy) of the research findings upon request for their own consumption regarding social media's role in shaping their purchasing decisions.

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 (+266)59433243 or email: 216053644@stu.ukzn.ac.za. 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, 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.

CONSENT (Edit as required)

I (Name:.....) have been informed about the study titled “Exploring social media’s role in shaping purchasing decisions of University of KwaZulu-Natal students.” by Kholu Mphutlane.

I understand the purpose of the study which is to explore the role of social media in shaping the purchasing decisions of University of KwaZulu-Natal students. The procedure to achieve this aim is through an online questionnaire administered on Google Forms.

I have been given an opportunity to answer 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 (+266)59433243 or email: 216053644@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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Signature of Participant

Date
