**Combined Letter of Introduction and Informed Consent**

**Department of Marketing Management**

***Title***

Research conducted by:

Name

Email address

Dear Participant

You are invited to participate in an academic research study conducted by Name from the Department of Marketing Management at the University of Pretoria.

The purpose of the study is to (state the objective).

Please note the following:

* This is an anonymous study, and your personal information will not appear on any transcript. Each participant will receive a unique identifier for example “participant A”, which will be used during the interview. Therefore, your name will not be identified during the interview and appear in the transcriptions. If you prefer, audio editing/voice changer software could be used to further anonymise your recording. The responses you give will be treated as strictly confidential as you cannot be identified in person based on the answers you give.

Please tick the box below if you would like your recording to be audio edited.

|  |  |
| --- | --- |
| Yes |  |

* Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
* I understand that all data collected for this study will be stored on a safe and secure platform as governed by the University of Pretoria’s Research Data Management Policy. In addition, all interview recordings will be password-protected and stored on a Google Drive.
* Please answer the questions as completely and honestly as possible. This interview should not take more than 60 minutes of your time.
* The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.

Please sign the form to indicate that:

* You have read and understand the information provided above.
* You give your consent to participate in the study on a voluntary basis.
* You have been given an opportunity to ask questions.

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**Participant’s signature Date**