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**LIVERPOOL JOHN MOORES UNIVERSITY**

**Participant Information Sheet For Students**

**Title of Study: A consumer driven approach to brand ducation**

You are being invited to take part in a study. Before you decide it is important for you to understand why the study is being done and what participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask the researcher if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for taking the time to read this.

1. **Who will conduct the study?**

**Study Team**

**Principal Investigator**: Katherine Geer, DBA student

**Supervisor:** Ioannis Kostopoulos

**Second supervisor:** Vito Tassiello

**School/Faculty within LJMU**: Liverpool Business School

1. **What is the purpose of the study?**

Existing research finds that consumers (buyers/users) of products or services often choose brands that appeal to and share similarities with their self-concept (the way we view ourselves, including our personality, values, beliefs and hobbies). This study seeks to understand if this holds true in a higher education context by investigating your perception of the LJMU brand and if there is any relationship between your perceived self-concept and how your respond to the university brand personality. If there is a relationship, the study aims to understand if this relationship influenced your attitude when you were considering which university to study at. Gaining a deeper understanding of consumer response to the brand can help to inform future brand development strategies both for this institution and others by using findings to produce a brand personality development framework.

This study hopes to answer the following questions:

1. Is there congruence between university brand personality and consumer self-concept or ideal self-concept?
2. How does the consumer emotionally respond to brand personality dimensions?
3. Does consumer self-concept, perception and emotional response in relation to brand personality have an impact on consumer attitude when selecting a university?
4. Does the involvement that the prospective student feels towards going to university affect how they respond to brand personality

In relation to you, these questions would mean trying to understand if there is a relationship between university brand personality and your perception of your own personality at the time of applying; how you emotionally respond to the university brand personality; if your perception of your personality, the university personality or your emotional response to brand literature influenced your attitude towards universities when selecting a university and if the level of involvement you felt towards making a decision about where to study affected how you responded.

1. **Why have I been invited to participate?**

You have been invited because this study is looking at undergraduate students at LJMU. All undergraduate students at LJMU are invited to take part in this study, which has been promoted through social media channels, student newsletters and emails from staff.

1. **Do I have to take part?**

No. It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep and must complete the tick box at the start of the questionnaire to acknowledge your consent to take part. You can withdraw at any time, without giving a reason and without it affecting your rights or the service you receive from LJMU.

1. **What will happen to me if I take part?**

You will be provided with a link to a questionnaire that you will administer yourself. The questionnaire will take approximately 5-10 minutes to complete. Research questions will include questions about how you view your own self-concept in relation to the LJMU brand personality.

If you submit your email at the end of the questionnaire you will automatically be entered into a prize draw. The winner will receive a £50 Amazon voucher and 3 runners up will receive £20 Amazon vouchers. The prize draw will take place on 14 April, 2 weeks after the questionnaire closes on 31 March. Please note that your email address will be kept separately from the responses and nobody will be able to identify your responses by the email you provide, including the researcher.

1. **What are the possible benefits of taking part?**

The benefits of taking part are that you may gain a deeper self-awareness of your own self-concept by being asked to reflect on it in this way. Those with an interest in marketing or psychology may find the research questions interesting.

1. **What will happen to the data provided and how will my taking part in this project be kept confidential?**

This questionnaire is anonymous and there is no data collected that will enable you to be personally identified. Study data will be held for a period of 5 years after production of the thesis.

1. **What will happen to the results of the study?**

The investigator intends to publish the results of this study in a DBA thesis.

1. **Who is organising the study?**

This study is organised by a DBA student at Liverpool John Moores University who aims to develop a framework for brand personality development that can be used specifically in Higher Education.

1. **Who has reviewed this study?**

This study has been reviewed by, and received ethics clearance through, the Liverpool John Moores University Research Ethics Committee (UREC reference: 21/LBR/002).

1. **What if something goes wrong?**

If you have a concern about any aspect of this study, please contact the relevant investigator who will do their best to answer your query. The investigator should acknowledge your concern within 10 working days and give you an indication of how they intend to deal with it. If you wish to make a complaint, please contact the chair of the Liverpool John Moores University Research Ethics Committee ([researchethics@ljmu.ac.uk](mailto:researchethics@ljmu.ac.uk)) and your communication will be re-directed to an independent person as appropriate.

1. **Data Protection Notice**

Liverpool John Moores University is the sponsor for this study based in the United Kingdom. We will be using information from you in order to undertake this study and will act as the data controller for this study*.* This means that we are responsible for looking after your information and using it properly. Liverpool John Moores University will process your personal data for the purpose of research. Research is a task that we perform in the public interest. Liverpool John Moores University will keep identifiable information about you for 5 years after the study has finished.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the study to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained. To safeguard your rights, we will use the minimum personally-identifiable information possible.

You can find out more about how we use your information at URL and/or by contacting [secretariat@ljmu.ac.uk](mailto:secretariat@ljmu.ac.uk).

If you are concerned about how your personal data is being processed, please contact LJMU in the first instance at [secretariat@ljmu.ac.uk](mailto:secretariat@ljmu.ac.uk). If you remain unsatisfied, you may wish to contact the Information Commissioner’s Office (ICO). Contact details, and details of data subject rights, are available on the ICO website at: <https://ico.org.uk/for-organisations/data-protection-reform/overview-of-the-gdpr/individuals-rights/>

1. **Contact for further information**

*Katherine Geer*

*Email:* [*k.a.geer@ljmu.c.uk*](mailto:k.a.geer@ljmu.c.uk)

**Thank you for reading this information sheet and for considering to take part in this study.**

*Note: A copy of the participant information sheet should be retained by the participant with a copy of the signed consent form.*

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