


# Consent Form

<b>Project title</b>	The impact of influencer marketing on consumer behavior
<b>University:</b>	Leedsbeckett university
<b>Researcher :</b>	Itunu Mary Adewunmi
<b>Supervisor:</b>	Ritchard Emm

Consent consideration	Yes ✓	No ✕
I confirm that I have read and understood the Participant Information for the above study and I understand what is expected of me.	Yes	
I understand that my participation is completely voluntary.	Yes	
I understand that I am free to stop the study at any time during the interview and I am free to withdraw my data from the study until 6 <sup>th</sup> February 2020.	Yes	
I give my consent for the interview to be audio recorded.	Yes	
I agree to the use of direct quotations providing that any quotations are anonymised by an alpha-numeric code.	Yes	
I confirm that I have been given the opportunity to ask questions about the study, and if asked, my questions have been answered to my full satisfaction.	Yes	
I understand that my details will be carefully processed according to GDPR as it relates to academic research.	Yes	
I confirm that I am over 18 years of age.		

	Participant	Researcher
Name	Damilare Samuel	Itunu Mary Adewunmi
Signature		
Date	18/06/2023	