**Consent Form for Participation in Online Survey. ![A black text on a white background

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**Title of Study:** Psychological Factors affecting Consumer Purchase Decisions

**Researcher Detail:** Rudrasish Mishra, University of Bristol, United Kingdom, Phone No: +44-7393081530, Email: xx23121@bristol.ac.uk

**Purpose of the Study:** The purpose of this study is to investigate various psychological factors behind consumer purchase decisions. This research aims to understand how consumer psychology influences their buying pattern, compare intuitive and analytical decision-making pathways, explore influencing factors, identify marketing implications, and examine post-purchase regret and satisfaction.

**Procedures:** If you agree to participate in this study, you will be asked to complete a questionnaire that will take less than 15 minutes to complete. It includes various purchase scenarios to completely explore various psychological dimensions behind the purchase decision making scenarios of customers and factors affecting them. At the end of this survey, you will be asked to discuss your past experiences and thoughts on your decision-making process while making a purchase.

**Participation and Withdrawal:** Your participation in this study is voluntary. You may choose to withdraw from the study at any time without any penalty. If you decide to withdraw, any data you have provided will be removed from the study and destroyed.

**Confidentiality:** All information collected in this study will be kept confidential. Your name and any identifying information will not be associated with your responses. Data will be securely stored and only accessible to the research team. Results will be reported in aggregate form, ensuring that no individual participant can be identified.

**Potential Risks:** There are no anticipated risks associated with participating in this study. However, if you feel uncomfortable at any point, you are free to withdraw or choose not to answer specific questions.

**Consent:** I have read and understood the information provided above. I agree to participate in this focus group interview and consent to the audio recording of the session. I understand that my participation is voluntary and that I can withdraw at any time without penalty.

**Contact Information:** If you have any questions or concerns about this study, please contact Rudrasish Mishra at [xx23121@bristol.ac.uk](mailto:xx23121@bristol.ac.uk), For questions regarding your rights as a research participant, you may contact University of Bristol, Research Governance Team at [research-governance@bristol.ac.uk](mailto:research-governance@bristol.ac.uk)

## Please answer the following questions to the best of your knowledge

**Have you:**

* been given information explaining about the study?
* had an opportunity to ask questions and discuss this study?
* received satisfactory answers to all questions you asked?
* received enough information about the study for you to decide about your participation?

**Do you understand:**

that you are free to withdraw from the study and free to withdraw your data prior to final consent at any time without having to give any reason for withdrawing and data provided will be anonymous ?

## I hereby fully and freely consent to my participation in this study

Participant’s signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_