

RESEARCH STUDY INFORMATION LEAFLET AND CONSENT FORM

DATE

05 October 2022

TITLE OF THE RESEARCH PROJECT

Factors that influence elderly consumers' intention to use mobile grocery shopping services.

PRINCIPLE INVESTIGATOR / RESEARCHER(S) NAME(S) AND CONTACT NUMBER(S):

Ivan Stanley

Student no: 1989284870

Cell: 082 494 2338

FACULTY AND DEPARTMENT:

Name of Faculty: UFS Business School

Name of Department: UFS Business School

STUDY LEADER(S) NAME AND CONTACT NUMBER:

Professor Jacques Nel
051 401 2272

WHAT IS THE AIM / PURPOSE OF THE STUDY?

The study aims to identify the factors that could contribute to the use of mobile grocery shopping services by elderly individuals.

WHO IS DOING THE RESEARCH?

My name is Ivan Stanley. I am a Regional Key Account Manager working at Pioneer Foods responsible for the Free State and Gauteng sales function. I have embarked on this journey to obtain an MBA qualification to acquire the skills and knowledge required to further my career.

HAS THE STUDY RECEIVED ETHICAL APPROVAL?

This study has received approval from the Research Ethics Committee of UFS. A copy of the approval letter can be obtained from the researcher.

Approval number: UFS-HSD2022/1113/22

WHY ARE YOU INVITED TO TAKE PART IN THIS RESEARCH PROJECT?

You are invited to participate in a research study which is a requirement for completing a Master's degree in the Business School at the University of the Free State. You are regarded as the key informant based on your retirement, smartphone ownership and the retailer from which you purchase groceries. Therefore, you will be able to inform an understanding of the study's research problem purposefully. To participate in the study, you must meet the following criteria: 1. Be retired. 2. Own a smartphone. 3. Purchase groceries from Checkers, Pick and Pay or Woolworths. 4. Not have used the mobile app of Checkers, Pick and Pay or Woolworths to purchase groceries

WHAT IS THE NATURE OF PARTICIPATION IN THIS STUDY?

Respondents are only required to complete the questionnaire that follows if they consent to participate in the study. It could take respondents approximately 20 to 25 minutes to complete the questionnaire. Completing the questionnaire poses no inconvenience or risk to a participant. Completion of the questionnaire is not taxing, and respondents can complete the questionnaire at a time that is convenient to them. Participants can complete the questionnaire at a time that does not lead to loss of work time. Participation in the study is voluntary and respondents are under no obligation to consent to participation. Participants are free to withdraw at any time and without giving a reason during the completion of the questionnaire.

CAN THE PARTICIPANT WITHDRAW FROM THE STUDY?

Being in this study is voluntary, and you are under no obligation to consent to participation. If you decide to participate, you will be given this information sheet to keep and asked to sign a written consent form. You are free to withdraw at any time and without giving a reason before you have submitted the completed questionnaire. Note that it would not be possible to withdraw once you have submitted the questionnaire.

WHAT ARE THE POTENTIAL BENEFITS OF TAKING PART IN THIS STUDY?

The study aims to identify the factors that could contribute to the use of mobile grocery shopping services by elderly individuals. Even though the findings of this study cannot be generalized, they will produce precious insights. These insights are valuable as they could reveal what benefits mobile grocery shopping services could hold for elderly shoppers, retailers and developers of mobile phones and apps.

WHAT IS THE ANTICIPATED INCONVENIENCE OF TAKING PART IN THIS STUDY?

Completing the questionnaire poses no inconvenience or risk to a participant. Participants can complete the questionnaire at a time that does not lead to loss of work time. Participation in the study is voluntary and respondents are under no obligation to consent to participation.

WILL WHAT I SAY BE KEPT CONFIDENTIAL?

The questionnaire does not include any question that provides information that can be used to identify a respondent. The electronically captured data from the completed questionnaires will be stored on a password-protected computer. The study's findings will only be used for disclosed purposes, that is, the dissemination of the findings only for academic purposes. Your answers may be reviewed by people responsible for making sure that research is done properly, including the transcriber, external coder, and members of the Research Ethics Committee. Otherwise, records that identify you will be available only to people working on the study, unless you give permission for other people to see the records. The anonymous data of participants may be used for other purposes, e.g. research reports, journal articles and conference presentations. A report of the study may be submitted for publication, but individual participants will not be identifiable in such a report.

HOW WILL THE INFORMATION BE STORED AND ULTIMATELY DESTROYED?

Hard copies of your answers will be stored by the researcher for a period of five years in a locked cupboard/filing cabinet at the University of the Free State for future research or academic purposes; electronic information will be stored on a password-protected computer. Future use of the stored data will be subject to further Research Ethics Review and approval if applicable. After five years, the hard copies will be destroyed using a shredder machine; electronic information will be permanently deleted from the computer.

WILL I RECEIVE PAYMENT OR ANY INCENTIVES FOR PARTICIPATING IN THIS STUDY?

All participants will automatically be entered into a lucky draw if they have completed the questionnaire and their contact information is correctly provided. If a participant does not want to participate in the lucky draw, then they need not complete the Lucky Draw contact information form (Section C). The contact information will only be used to contact a participant if they are a winner in the lucky draw.

HOW WILL THE PARTICIPANT BE INFORMED OF THE FINDINGS / RESULTS OF THE STUDY?

If you want to be informed of the final research findings, please contact Ivan Stanley on 082 494 2338 or email 1989284870@ufs4life.ac.za. The findings are accessible until June 2023. Should you have concerns about how the research has been conducted, you may contact Professor J. Nel on 051 401 2272 or send an email to nelj@ufs.ac.za.

Thank you for taking the time to read this information sheet and for participating in this study.

CONSENT TO PARTICIPATE IN THIS STUDY

I, the undersigned,

_____ (participant's full names to be included), (the "Participant")

confirm that I voluntarily agree to participate in the research study referred to as the

_____ (the "Study") in relation to

Factors that influence elderly consumers' intention to use mobile grocery shopping services.

and which Study is being conducted by

Ivan Stanley

(insert the name of the researcher), (the "Researcher").

I, the undersigned Participant, further confirm that—

1. the Researcher has explained the nature, procedure, potential benefits and anticipated inconvenience of my participation in the Study;
2. I have read (or had explained to me) and understood the Study as explained in the attached information sheet;
3. I have had sufficient opportunity to ask questions and am prepared to participate in the Study;
4. I understand that my participation in the Study is entirely voluntary and that I am free to withdraw at any time without penalty (if applicable);
5. I am aware that it would take approximately 20 to 25 minutes to complete the questionnaire;
6. I voluntarily provide the UFS and the Researcher with my personal information and consent to the UFS and the Researcher collecting, disclosing and processing my personal information to conduct the Study and any related activities in relation thereto;
7. I hereby acknowledge and confirm that I understand the purpose for which the UFS and the Researcher may collect, store, use, delete, destroy, outsource, transfer or otherwise process, as the context and circumstances may require and as contemplated in terms of POPIA, my personal information as set out herein;
8. I am aware that the findings of the Study will be anonymously processed into a research report, journal publications and/or conference proceedings and that my personal information will be aggregated and deidentified at such stage;
9. I also give the UFS permission to share, without notification, the collected data with other researchers at the UFS or other Higher Education Institutions. This permission is dependent on the same principles of ethical research practices, anonymity/confidentiality, safekeeping of information, and other issues listed above applying.

I, the Participant, agree to the recording of the questionnaire.

Full Name of Participant: _____

Signature of Participant: _____ Date: _____

Full Name(s) of Researcher(s): IVAN STANLEY

Signature of Researcher:  Date: 05-10-2022