

PLAIN LANGUAGE STATEMENT AND CONSENT FORM

TO: Focus Group Participants

Plain Language Statement

Date: 00/00.201X

Full Project Title: The impact of sport goods' social responsibility on consumers' assessments

Researchers:

1. Your Consent

You are invited to take part in this research project about consumers' assessment of value in sport goods. Participation in any research project is voluntary. If you do not wish to take part you are not obliged to. Deciding not to participate will not affect your relationship with the researchers or YOUR University. The following Plain Language Statement contains detailed information about the research project. Its purpose is to explain to you as openly and clearly as possible all the procedures involved in this project so that you can make a fully informed decision whether you are going to participate. Once you have read this form and if you agree to participate, please sign the attached consent form. You may keep this copy of the Plain Language Statement.

2. Purpose and Background

The focus group seeks to assess your attitudes towards alternative types of shoes with various attributes. Your response will assist in understanding how consumers assess shoes and other products. We will also ask you some questions about your attitudes to the product and other factors that might influence purchase decisions.

The questions that will guide this project include:

1. What are the product characteristics and brand characteristics that respondents look for when purchasing sports shoes?
2. What are examples of preferred and non-preferred brands?
3. What are examples of 'socially good' brands and 'socially poor' footwear and apparel brands?

3. Procedures

As student at YOUR UNIVERSITY, you are invited to participate in this research project. Your participation will ensure that relevant, consumer based views are collected in regards to the subject. Participation in this project means you have purchased athletic footwear in the last 12 months. Participation in the project will involve a focus group of approximately sixty minutes conducted at a meeting space on YOUR UNIVERSITY campus.

With the permission of all focus group attendees, the focus group will be recorded using a digital recording device. The focus group will then be transcribed and all identifiable information (e.g. names of individuals, organisations, sports) will be recoded. Data will then be analysed to determine consumer perceptions of value in sport goods and no personal information will be used. To comply with government requirements all data will be stored securely for a period of a minimum of five years after final publication.

4. Possible Benefits

There are two main benefits to participating in this research. First, as developing managers and researchers the expected benefits of the research include developing a better understanding of how research is conducted in practice. Secondly, each focus group member will receive one adult Hoyts cinema voucher for participating in the focus group.

5. Possible Risks

This research is not controversial and thereby no foreseeable risks are seen as resulting from participating in the research. There is no impact on you of participating or not participating.

6. Privacy, Confidentiality and Disclosure of Information

Any information obtained in connection with this project and that can identify you will remain confidential to the researchers. All identifiable characteristics and details will be removed prior to data analysis and will only be disclosed with your permission, except as required by law. If you are giving permission by signing the Consent Form, we plan to combine the findings with that of other organisations to produce de-codified and aggregated data. The results may be published in scholarly publications and presented at academic conferences. All the information provided in focus groups will be stored in a de-codified form in a secure, locked location at YOUR University for a period of 5 years. Over this period only the stated researchers will have access to the data. After this time, the data will be confidentially destroyed.

7. Participation is Voluntary

Participation in this research project is voluntary. If you do not wish to take part you are not obliged to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage. Any information obtained from you to date will not be used and will be destroyed.

Your decision whether to take part or not to take part, or to take part and then withdraw, will not affect any current or future relationship with YOUR University. Before you make your decision, a member of the research team will be available to answer any questions you have about the research project. You can ask for any information you want. Sign the Consent Form only after you have had a chance to ask your questions and have received satisfactory answers.

If you decide to withdraw from this project, please notify a member of the research team or complete and return a Revocation of Consent Form. This notice will allow the research team to inform you if there are any risks or special requirements linked to withdrawing.

8. Ethical Guidelines

This project will be carried out according to the Code of Ethical Research Practice at YOUR university. This statement has been developed to protect the interests of people who agree to participate in human research studies.

9. Complaints

If you have any complaints about any aspect of the project, the way it is being conducted or any questions about your rights as a research participant, you may contact:

The Manager
Office of Research Integrity
YOUR University

10. Reimbursement

Respondents who complete the focus group will receive one adult Cinema voucher valued at \$14.50 to compensate them for their time in participating.

11. Further Information, Queries or Any Problems

If you require further information or if you have any problems concerning this project, you can contact either of the principal researchers. The researchers responsible for this project are:

List details:

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Consent Form

Date: XX/XX/201X

Full Project Title: The impact of sport goods’ social responsibility on consumers’ assessments

Principal Researchers:

Thank you for expressing interest in volunteering to take part in this study. The following information is presented in order to enable you to make an informed decision as to whether you wish to participate in this study.

You have been provided with an information letter or email explaining the research study. It is expected that you have read and understood the information. If not, please contact any of the researchers below for clarification on any issue. At any time during the research please feel free to contact a member of the research team should you have any further questions.

Your participation in this study involves:

- Participation in a focus group lasting approximately sixty minutes at YOUR University. This focus group is expected to take place XX.

All information in this research will be confidential at all times and the identity of participants will not be disclosed without consent. The information provided is to be used only for the purpose of this research to explore how consumers assess shoes and other products. Any participant involved in the project is free to withdraw from participation at any time, without explanation or penalty and all information collected will be destroyed if you wish to discontinue.

I _____ (the participant) of _____ (organisation) have read the information provided with this consent form and any questions I have asked have been answered to my satisfaction.

I agree to participate in the activities associated with this research and understand that I can withdraw consent at any time.

I give specific permission for the focus group to be recorded for the purpose of transcription.

I agree that the research data gathered in this study may be published providing myself, the organisation and/or staff members are not identified in any way.

Signed: _____ Date: _____

For further information please contact the Researchers:

<ADD DETAILS>

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TO: Focus group Participant

Withdrawal of Consent Form *(only complete if you decide to withdraw from the study)*

Date: XX/XX/201X

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Principal Researchers:

I hereby wish to WITHDRAW my consent to participate in the above research project and understand that such withdrawal WILL NOT jeopardise my relationship with YOUR University or the researchers.

Participant’s Name (printed)

Signature Date

Please mail or email this form to one of the following:

Add Details