Participant Information Sheet

Date that data collection will start:

July 30th, 2025

**Project Title**

***Brand Activism in New Zealand:*** *Consumer Boycotting and Buycotting Behavior toward Global and Local Brands.*

Kia ora!
 You’re invited to participate in a research study exploring how New Zealand consumers respond to **brand activism** by global (e.g., Patagonia) and local (e.g., Ecostore) brands. The study investigates how activism affects consumer decisions to **boycott (avoid) or buycott (support)** brands.

 **What’s Involved**

* Questions about your awareness, experiences, and attitudes toward brand activism

**Who Can Participate?**

✔ Be 18 - 44 years old.

✔ Be living in Auckland, New Zealand, regardless of your visa status (e.g., citizen, resident visa, work visa, student visa, or other valid visa holders).

✔ Familiar with brands taking public stances on social/political issues (but not employed by them)

Friends and family of the primary researcher will be excluded from participation to avoid conflicts of interest or coercion.

If you meet the inclusion criteria and are interested in participating, we encourage you to take part in the study. Your insights will help deepen our understanding of consumer responses to brand activism. If you are interested in participating, please contact the researcher directly using the details below.

**Researcher Contact Details:**

**Researcher Name:** Rotjarek Nitiworrarat, Master's student in Marketing, Auckland University of Technology.

**E-mail address:** fqb3327@autuni.ac.nz

**How do I agree to participate in this research?**

Your participation in this research is voluntary (it is your choice) and whether you choose to participate will neither advantage nor disadvantage you. You can withdraw from the study at any time by informing the Researcher. If you choose to withdraw from the study, then [information collected up until your withdrawal from the study will continue to be used and included in the study to protect its quality / you can ask for information collected up until your withdrawal from the study to be deleted unless you withdraw after the study analyses have been undertaken].

If you decide to take part, you will need to complete a *Consent Form* before participating. The Consent Form will be provided to you via email or a website link, and you will be asked to read and sign it before starting the study.

# What will my participation involve?

You will be asked to share your opinions on brand activism and how it influences your purchasing decisions. Your participation is expected to take approximately 30-45 minutes via Microsoft Team or in person. In-person interviews will be conducted on AUT premises. This study does not involve any physical assessments or interventions.

***Themes of Questions***

During the interview, you will be asked about:

* Your awareness of brands engaging in activism.
* Whether you have ever boycotted (avoided) or buycotted (supported) a brand due to its activism.
* Your perceptions of activism by global vs. local brands.
* The factors influencing your decision to support or avoid a brand.

**Benefits**

* **Direct:** Reflect on your consumer values and decision.
* **Thank You Gift:** Participants receive a small token of thanks.
* This research contributes to the primary researcher’s Master’s degree requirements.

**Risks & Confidentiality**

* Your identity will be kept confidential with final research presented in summary form and de-identified.
* Interviews are recorded and securely stored on a password-protected AUT server for six years.
* Only the researcher and supervisor will have access to the data.

# Voluntary Participation

* Participation is voluntary.
* You’ll be asked to sign a Consent Form before participating.
* After receiving this information, you have one week to decide if you would like to participate.

**Publication & Feedback**

* Results will be shared in a Master’s thesis.
* Outputs from this research will include a thesis for Master’s degree at AUT. There will be no journal articles or conference presentations produced from this study.
* You can request a summary of the findings or your individual interview summary. If requested, the researcher will send the summary to participants’ email address after the study is completed.

 **Know Someone Who Might Be Interested?**
 If you enjoy the interview and know someone else who fits the criteria, you’re welcome to tell them about the study! You can share this information sheet with them so they can decide if they’d like to take part too.

# What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr.Jessica Vredenburg, jessica.vredenburg@aut.ac.nz, and (09 )921 9999 Ext.5411.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEC, *ethics@aut.ac.nz*, (+649) 921 9999 ext 6038.

# Who do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

**Researcher Contact Details:**

Researcher Name: Rotjarek Nitiworrarat, Master's student in Marketing, Auckland
University of Technology.

E-mail address: fqb3327@autuni.ac.nz

**Project Supervisor Contact Details:**

Supervisor Name: Dr.Jessica Vredenburg

E-mail address: jessica.vredenburg@aut.ac.nz

 **Approved by the Auckland University of Technology Ethics Committee on *type the date final ethics approval was granted*, AUTEC Reference number *type the reference number*.**