**Combined Participant Information Sheet and Consent Form**

**Study Title:** How does our personality influence the clothes we buy?

**Researcher(s):** Natalie Berry, Dr Claire Hart, Dr Sylwia Cisek, Professor Constantine Sedikides

**ERGO ID: 71917**

**Version and date:** Version 2, 14/04/2022

You are being invited to take part in the above research study. To help you decide whether you would like to take part or not, it is important that you understand why the research is being done and what it will involve. Please read the information below carefully and ask questions if anything is not clear or you would like more information before you decide to take part in this research. If you are happy to participate you will be asked to provide consent before accessing the questionnaire.

**What is the research about?**

We are interested in understanding how our personality influences our consumer decisions. We are seeking people who are 18 or over and speak fluent English to complete a **two-part online survey** to help answer this question.

You should complete the study when you are **alone at your computer** and your responses cannot be overseen. Please take your time to respond to the questions thoughtfully and openly. Remember that **there are no right or wrong answers** – so feel free to provide completely **honest** responses.

This study was approved by the Faculty Research Ethics Committee (FREC) at the University of Southampton (Ethics/ERGO Number: 71917).

**Why have I been asked to participate?**

You have been asked to take part because you are 18 years or older and speak fluent English. We are aiming to recruit around 400 participants.

**What will happen to me if I take part?**

This online study involves completing a questionnaire which should take approximately **15-20** minutes of your time across two time points. If you are happy to complete this survey, you will need to click on the box below to indicate your consent.

In Part 1 you will be asked to complete some demographic questions and complete some personality measures. You will be asked to create a unique code to allow us to match your responses across the two time points. This should take approximately **5 minutes.** We will also need to take your email address so that we can contact you – three days later -- to take part in Part 2 of the study.

In Part 2 we will ask for your unique code again. We will then ask you to describe an item of clothing you recently purchased and respond to some questions about why you brought it and how it makes you feel. This will take no more than **15 minutes**.

**What data will be collected?**

We will ask you to provide some demographic information (e.g., gender identity, age, ethnicity, country of origin, country of residence, employment, annual income). You will also be asked to

answer various measures of personality and motives for shopping. You will also be asked to describe an item of clothing you have recently bought as well as answer questions about this item.

[For students] You will also be asked to provide your email address in order to invite you to the second part of the study three days after you complete Part 1. Your email address will be deleted once all data is collected and Parts 1 and 2 have been matched. Will we only use your email address to contact you about completing Part 2 of the study.

[For non-students] You will also be asked to provide your email address in order to invite you to the second part of the study three days after you complete Part 1. Your email address will be deleted once all data is collected and Parts 1 and 2 have been matched. Will we only use your email address to contact you about completing Part 2 of the study and to let you know if you are a winner of our prize draw.

**Will my participation be confidential?**

Your participation and the information we collect about you during the course of the research will be kept strictly confidential.

Only members of the research team and responsible members of the University of Southampton may be given access to data about you for monitoring purposes and/or to carry out an audit of the study to ensure that the research is complying with applicable regulations. Individuals from regulatory authorities (people who check that we are carrying out the study correctly) may require access to your data. All of these people have a duty to keep your information, as a research participant, strictly confidential.

**What are the possible benefits of taking part?**

You may **benefit** from participating because at the end you will learn about our specific research aims, as well as what scientists currently know about these topics.  You will also be told where to go for more information on this area of psychology. In addition, your data will help us better understand motivations behind buying different types of products.

[For non-students] On completion of **both parts** of this study you will be entered into a **prize draw to win one of two £25** (or equivalent) vouchers.

[For students] On completion of **both parts** of this study you will receive **4** research credits.

**Are there any risks involved?**

There are **no significant risks** involved in this study beyond those you would encounter in everyday life.  You may find that some of the questions are quite personal, but you may leave any questions blank that you would prefer not to answer. We do recommend that you complete both parts of the study in private so that you feel able to be open and honest.

We have tried to ensure that the questions in this study do not cause any distress.  However, it is not uncommon to experience some anxieties or concerns when completing questionnaires.  If participating in this survey raises any issues for you, we recommend that you contact [www.allaboutcounseling.com](http://www.allaboutcounseling.com) or [www.samaritans.org](http://www.samaritans.org)

If you feel uncomfortable you can leave the survey at any time.

**Do I have to take part?**

No, it is entirely up to you to decide whether or not to take part. If you decide you want to take part, you will need to provide consent to begin the study.

**What happens if there is a problem?**

If you are unhappy about any aspect of this study and would like to make a formal complaint, you can contact the Head of Research Integrity and Governance, University of Southampton, on the following contact details: Email: [rgoinfo@soton.ac.uk](mailto:rgoinfo@soton.ac.uk), phone: + 44 2380 595058.

Please quote the Ethics/ERGO number above. Please note that by making a complaint you might be no longer anonymous.

**What happens if I change my mind?**

You may withdraw from the research at any time without any negative consequences. If you want to withdraw from the study while completing the questionnaire just close your browser window. Please note that upon completion of the study, the data will be anonymised, and it will no longer be possible to withdraw data from the study.

**What will happen to the results of the research?**

All information collected for this study will be stored securely on a password protected computer and backed up on a secure server. In addition, all data will be pooled and only compiled into data summaries or summary reports. Only the researchers and their supervisor will have access to any raw information.

The information collected will be analysed and written up as part of the PhD researcher’s thesis. The University of Southampton conducts research to the highest standards of ethics and research integrity. In accordance with our Research Data Management Policy, data will be held for 10 years after the study has finished when it will be securely destroyed.

Once all data have been collected, all identifying data will be deleted and the anonymised data will be stored on the Open Science Framework.

**Where can I get more information?**

For more information about this study, please email Natalie Berry – [nb9g14@soton.ac.uk](mailto:nb9g14@soton.ac.uk)

**What happens if there is a problem?**

If you have a concern about any aspect of this study, you should speak to the researchers who will do their best to answer your questions.

If you remain unhappy or have a complaint about any aspect of this study, please contact the University of Southampton Research Integrity and Governance Manager (023 8059 5058, [rgoinfo@soton.ac.uk](mailto:rgoinfo@soton.ac.uk)).

**Data Protection Privacy Notice**

The University of Southampton conducts research to the highest standards of research integrity. As a publicly-funded organisation, the University has to ensure that it is in the public interest when we use personally-identifiable information about people who have agreed to take part in research. This means that when you agree to take part in a research study, we will use information about you in the ways needed, and for the purposes specified, to conduct and complete the research project. Under data protection law, ‘Personal data’ means any information that relates to and is capable of identifying a living individual. The University’s data protection policy governing the use of personal data by the University can be found on its website (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>).

This Participant Information Sheet tells you what data will be collected for this project and whether this includes any personal data. Please ask the research team if you have any questions or are unclear what data is being collected about you.

Our privacy notice for research participants provides more information on how the University of Southampton collects and uses your personal data when you take part in one of our research projects and can be found at <http://www.southampton.ac.uk/assets/sharepoint/intranet/ls/Public/Research%20and%20Integrity%20Privacy%20Notice/Privacy%20Notice%20for%20Research%20Participants.pdf>

Any personal data we collect in this study will be used only for the purposes of carrying out our research and will be handled according to the University’s policies in line with data protection law. If any personal data is used from which you can be identified directly, it will not be disclosed to anyone else without your consent unless the University of Southampton is required by law to disclose it.

Data protection law requires us to have a valid legal reason (‘lawful basis’) to process and use your Personal data. The lawful basis for processing personal information in this research study is for the performance of a task carried out in the public interest. Personal data collected for research will not be used for any other purpose.

For the purposes of data protection law, the University of Southampton is the ‘Data Controller’ for this study, which means that we are responsible for looking after your information and using it properly. The University of Southampton will keep identifiable information about you for 10 years after the study has finished after which time any link between you and your information will be removed.

To safeguard your rights, we will use the minimum personal data necessary to achieve our research study objectives. Your data protection rights – such as to access, change, or transfer such information - may be limited, however, in order for the research output to be reliable and accurate. The University will not do anything with your personal data that you would not reasonably expect.

If you have any questions about how your personal data is used, or wish to exercise any of your rights, please consult the University’s data protection webpage (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>) where you can make a request using our online form. If you need further assistance, please contact the University’s Data Protection Officer ([data.protection@soton.ac.uk](mailto:data.protection@soton.ac.uk)).

**Thank you for reading this information sheet and considering taking part in this research.**

**Please tick the box at the bottom of the page only if you agree with the statements below:**

* I certify that I am 18 years or older and speak fluent English.
* I understand that I will only be eligible for compensation if I complete both parts of the study.
* I understand my participation is voluntary and I may withdraw at any time without my legal rights being affected.
* I understand that I can leave questions blank if I do not wish to answer them.
* I understand that information collected about me during my participation in this study will be stored on a password protected computer and that this information will only be used for the purpose of this study.
* I understand that my honest opinion is valuable to the research and will do my best to answer the questions accurately and honestly.

Please click on this box to indicate that you have read and understood the statements above and that you consent to taking part in this survey.