

## Appendix B

### Informed Consent to Conduct Research Survey

15 April 2019

**MasarapBa**

Facebook Group Admin  
Masarap Ba? Community

Dear **MasarapBa**:

My name is Kamyra A. Catapang, a graduate school student of University of Sto. Tomas currently taking up Master of Arts in Marketing Communication. I am currently doing my thesis entitled: *“The Impact of Digital Social Network on Consumer Brand Perception: A Study on User-Generated Content on Facebook.”*

As an overview, my paper aims to: (1) analyze the effectivity of Facebook as an emerging marketing tool by investigating the factors that impact the development of user-generated content; and (2) determine the key drivers which result to active consumer interaction and brand perception.

In line with this, I am humbly seeking your permission for me to conduct the following:

a. **Online Survey Questionnaire** - I would like to request if you will allow me to connect and engage with the group members in accomplishing the online survey questionnaire for the completion of my study. The survey questionnaire will take approximately 5 minutes to complete all questions. Answering this survey is completely voluntary. On the other hand, I will also appreciate if you can help me encourage the members to take part in the online survey.

b. **Online Interview** - As I honor your decision on being incognito in reference to the published articles, I would like to request if we can have an online interview to further discuss key insights that lead you to creation and maintaining the online community. I can send the questionnaire to you and you may answer via email. Any supplementary insights you have would be greatly appreciated.

Trust that all inputs will be treated highly confidential and will be used for research purposes only. Please feel free to let me know should you have other concerns and clarifications.

I look forward to your most favorable response.

Sincerely yours,

**Kamyra A. Catapang (Ms.)**

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