

## Appendix C

### Informed Consent for Research Participants

20 November 2019

Dear Participant,

My name is Kamyr Catapang, a graduate school student of University of Sto. Tomas currently taking up Master of Arts in Marketing Communication. I am currently writing my thesis entitled "*Consumer Engagement in Online Brand Communities: An Exploratory Study on Masarap Ba Facebook Community.*"

In line with this, I would like to request if you can participate on the scheduled focus group discussion for the completion of my study. It takes approximately 30 minutes of your time to engage in the discussion. Participating in the focus group discussion is completely voluntary.

Moreover, we request to record the discussion to facilitate its transcription. Since our discussion will be recorded, I guarantee your privacy as respondents and your identities will remain confidential. All your inputs will be used for research purposes only. Your participation in this survey will help marketing practitioners develop strategic marketing plan by using Facebook as an interactive commercial platform.

Thank you very much for your time. I appreciate your cooperation.

Sincerely,

**Kamyr Catapang (Ms.)**  
[kacatapang@gmail.com](mailto:kacatapang@gmail.com)