FACTORS TO CREATE SUCCESSFUL BRANDED PLAYLIST IN JOOX

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ABSTRACT

The objective of this research aims to identify all vitals factors to create impressive brand awareness via creating braded playlists on the Joox music application platform, which can be implemented with real success for the brands and also to share useful information and recommendation to those interested in this research content. The data were derived by conducting interview sessions with totally 10 persons, 5 from Joox team who have at least one year experience working with the team and 5 from frequent users.

The result of this research indicates that the main factors are mainly related with the arts of communication that brand must pay attention on. The factors to create successful branded playlist in Joox are: strong concept or theme of the sponsoring brand, the correspondence of concept and the brand itself, the connection between the theme of the playlist and users' emotions, the relatedness between the theme of the playlist and other elements: cover photo, playlist name, song list.

KEY WORDS: Branded Playlist/ Joox/ Joox Music Application

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CHAPTER I
INTRODUCTION

1.1 Background

In a digital world where everyone stays connected all the time, advanced technology and social media are all playing an increasingly important role. "An increasing purchasing of streaming services is displacing broadcast and cable, making it harder for advertisers to reach their audience on traditional media." (Hartung, 2016) As a result of the change in consumers' behavior, the principles of communication have transformed. Tencent, the biggest technology company in China, knew this and developed an innovative application named Joox which was officially launched in January, 2016. Joox shortly became the number one music streaming application in Thailand providing a free music streaming service with multi-platform experience to its users. Joox now has approximately forty million downloads with around eight million active users per month in Thailand (Nathan, 2017). Due to the big amount of active users of Joox, the application itself has become a very interesting media channel for many brands as a platform to create awareness for their products. Joox offers various ads placements for brands that want to promote their campaign through music marketing, but the most popular placement is creating a branded playlist. Although branded playlists are the most popular digital marketing tool on Joox, to make it effective is not a walk in the park. There is a research reveals that as many as 75% of the users actively avoid advertising, whether on TV, radio, billboards or banners (SIFO Institute, 2016). As Joox is aware of this fact, so to protect users' experience, Joox then set up many rules and conditions that brands need to follow when conducting advertising campaign on Joox platform.

Joox believes that in the world of branding at present the traditional four Ps must become four Es instead. The market has to pay more attention on the way to create connection with people by forming the linkage between brand and customer through emotions, experiences, engagement and exclusivity. These are all influential factors that can form the very touching communication between brand and its customer.

Create a brand using a music platform is a unique way that brands can connect with people's emotions. Music engages people in their daily conversation and when offering exclusiveness, it creates valuable experiences. "Maybe this is why brands are looking into music branding. For brands to be successful they have to join the conversation and behave like friends. Friends are honest and talk to each other as equals." (Lusensky, Sound Like Branding, 2010).

1.2 The Aim and Purpose

Social networks are the Promised Land for brand advertising. But companies trying to get in the door soon notice that the traditional rules of communication often do not apply. On social media networks brands and consumers are equals. Social media networks are all about dialogue, conversation and interaction. This means that you cannot just buy attention. Similarly, it is true that Joox is a popular media platform for brands to promote their products and services; however, there are some critical factors that influence the effectiveness of advertising campaign on Joox. Therefore, the aim and purpose of this research is to identify all vitals factors to create impressive brand awareness via creating braded playlists on the Joox music application platform, which can be implemented with real success for the brands.

1.3 Research Scope

- Limited on JOOX Application only.
- Limited to branded playlist creation.
- No other placement will be considered in this research.

1.4 Expected Outcome

There are numerous brands that created branded playlists with Joox, some can be noticed and remembered by many users but many branded playlists sponsored by brands are not successful and no one remembers the brand. Hence, the result of this research should discover the crucial elements to create memorable brand awareness through Joox branded playlists.

CHAPTER II
LITERATURE REVIEW

This review of literature is structured into two sections. The first section presents an overview of the theories about effective advertising in general, followed by case studies of previous campaigns and discussion of research approaches that have been employed. The second section discusses the main factors that have been included in previous studies to find the possible factors to create successful branded playlist in JOOX.

2.1 Overview of Effective Advertising: Theories & Frameworks

It is important for those who are working in the advertising industry to truly understand the fundamental success factors of advertising to be able to create an impressive advertising campaign. Understanding the nature of the process through which advertising or other forms of marketing communications influence consumer behavior is a long-standing area of inquiry among marketing researchers. The implicit assumption under-lying commercial pretesting is that, to at least some degree, qualitative factors associated with the content and execution of an ad has an impact on the eventual effectiveness of that ad. Some researchers mark that the attitude-toward-the-ad is one of an important theory that influence on advertising effectiveness, brand attitudes, and purchase intentions (Durvasula S., 1993). The attitude-toward-the-ad means "Pre- disposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion" (MacKenzie, Scott & J. Lutz, Richard & Belch, George., 1986)

Attitudes Towards Advertising in General

| Statements | Attitudes Towards Advertising * | | | |
	Disagree %	Neutral %	Agree %	Total %
I like to look at advertising	18	48	34	100
Much of advertising is way too annoying	14	49	37	100
Too many products do not perform as well as the ads claim	8	52	40	100
On average, brands that are advertised are better in quality than brands that are not advertised	27	56	17	100
Advertising helps me keep up-to-date about products and services that I need or would like to have	9	45	46	100
(Base=860)				

* Range: 0 to 10 where 0 is Disagree Strongly and 10 is Agree
  Strongly; Disagree = 0-3; Neutral = 4-7; Agree = 8-10.

Figure 2.1 Attitudes towards advertising in general

Source: http://www.gandrllc.com/reprints/whenattitudestowardsadvertising.pdf

Table above is the result of a research on the effect of attitude towards advertising in general. As is clear from the table that big amount of consumers are willing to receive information from advertising and advertising even help the consumers to stay up to date in the fast moving market. (Purvis, 1995)

There is also a research shows that the time people spend on consuming media on a mobile device is 25% of their day on average. It is easy to believe that consumers today rely heavily on social or messaging apps; it is in fact entertainment apps that are drawing more attention. Of the time spent in mobile apps, consumers on average spend 17% in entertainment apps, with only 12% is spent in messaging. JOOX is a rising entertainment application and the result from in-app research shows that 99% of JOOX users listen to music via their mobile phone. (Marketing , 2016)
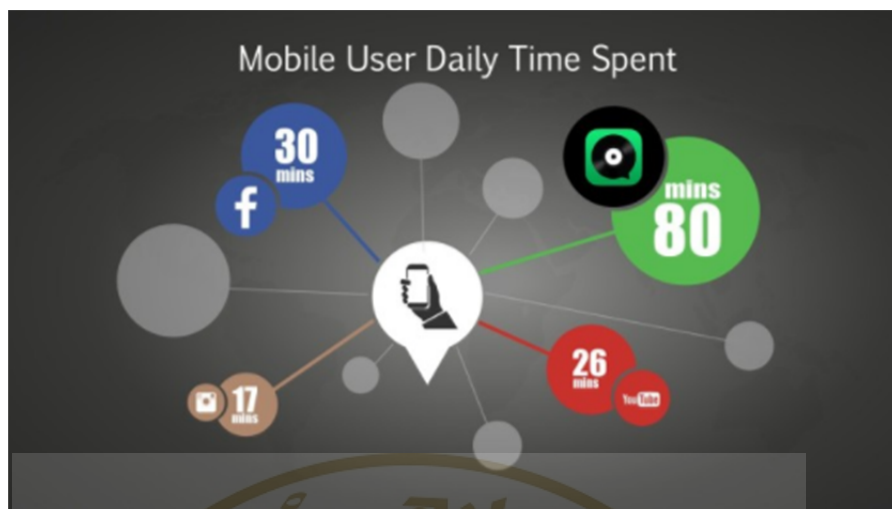
Figure 2.2 Mobile user daily time spent

Aside from that Lusensky, the author of a book named Sound Like Branding, describes "Music branding is communication through emotions. Music engages people in conversation and when providing exclusive content creates memorable experiences. Music branding as such offers a strategic way to reach consumers in ways that traditional advertising can't". (Lusensky, Social Music Revolution, 2010).

Figure 2.3 Music Branding

JOOX as a music content provider application, offering a creative advertising placement called Branded Playlist. Branded Playlist give brands an opportunity to communicate

with their potential customers through the music platform, to increase not only awareness but also fulfill the 4Es theory.

2.2 JOOX Users & Their Behaviors
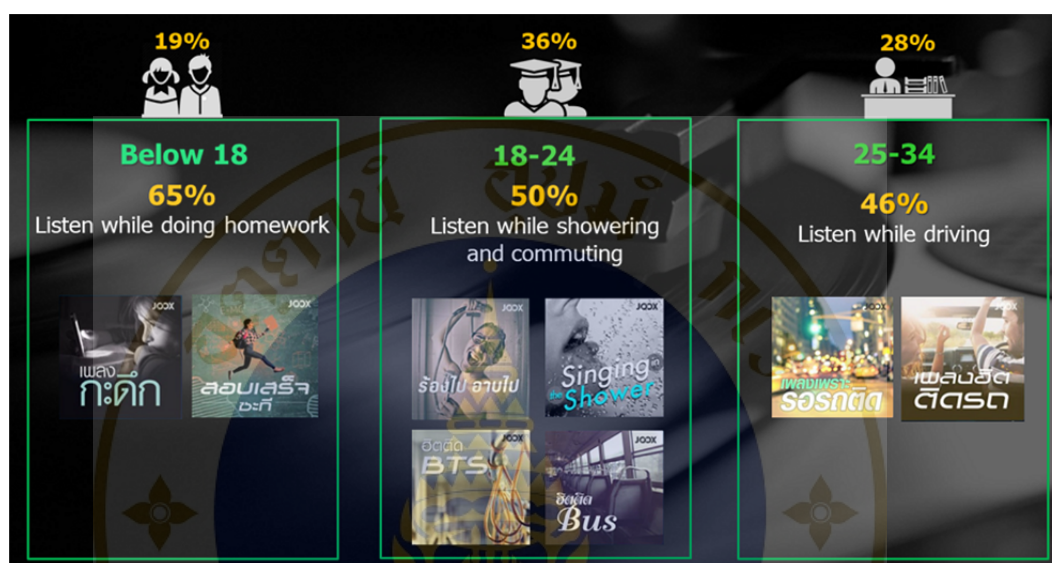
Figure 2.4 JOOX Users & Their Behaviors

Knowing these facts about its users and their behaviors, JOOX highly considers creating the contents (playlists) that relates with the lifestyle of the majority of its users as the example of playlists showing in the picture above. For a brand that wants to create a branded playlist in JOOX Application, the theme for creating a playlist must be clear enough for JOOX content team to come up with meaningful playlist name and a song list to be included in the playlist, and for the design team to design a playlist cover. JOOX strongly believes that to create one branded playlist every element, the theme, the song list and the cover photo, must be on the same track and be able to convey the brand message.

2.3 Example Cases

Successful Case: Branded Playlist sponsored by Shell, well-known energy and petrochemical company in Thailand.
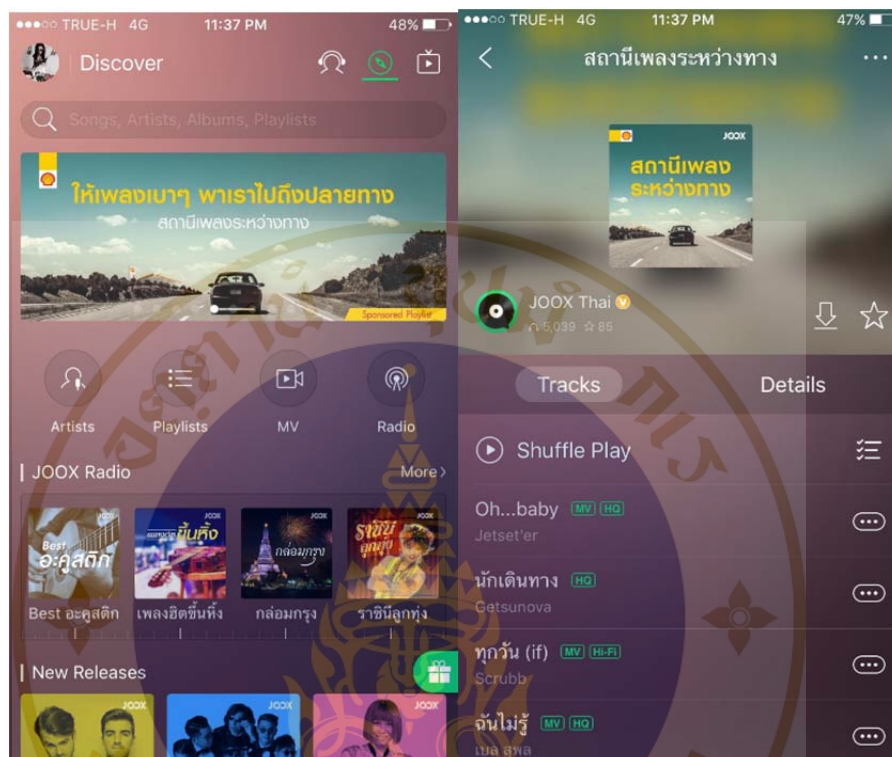
Figure 2.5 Shell Branded Playlist Screenshot

Shell implemented the music strategy to reach and engage its customer in JOOX by creating a branded playlist that using the theme that imply the message of caring to be their playlist name "Let's the soft music take you to your destination".

The photo featured in the banner plays such a big role to grab people attention when promoted at the first page of the application. For this point, Shell decided to use the photo that relevant to the playlist name, the picture can represent the key communication from brand and there are not much brand exposures which is good because most of the users try to avoid to click if the art work shows only the logo and the pack shot of a particular product without any sense.

Also the song list in playlist should be related with the theme. From the example of Shell Branded playlist above, every song in this song list is about taking a

journey or being on a journey which is selected by JOOX team, but confirmed by the Shell marketing team.

Unsuccessful Case: Branded Playlist sponsored by SCB, Thailand's fourth largest commercial bank, who tried to create a playlist for Valentine's Day.
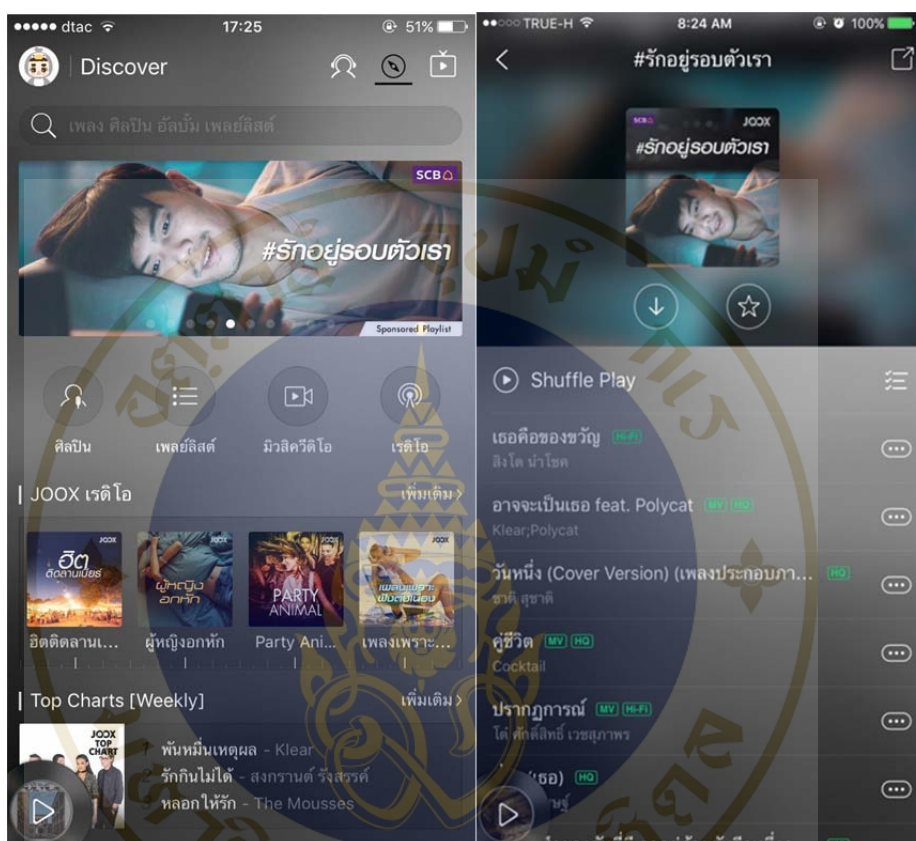
Figure 2.6   SCB Branded Playlist Screenshot

SCB named their playlist as "Love is all around", which is probably too abstract to communicate by a picture. The picture and song list which are used in this campaign are all provided by SCB as their requirement. SCB tried to follow JOOX suggestions but for some reasons unfortunately, this playlist has got a very low number in performance compared to Shell.

2.4 Hypothesis

These two campaigns have the same mechanic but the performance is completely different, one performed very well, many JOOX users remember and like the playlist, but another one is completely the opposite, no one recognized the playlist at all. By the example cases above, the researcher assumes that the success factors of creating branded playlists may be the following factors.

- The clear of key message or theme of campaign.
- The relatedness of the main theme of the playlist and other elements: cover photo, playlist name, song list.
- The relatedness of playlist theme and the user.

CHAPTER III
METHODOLOGY

3.1 Research design

This study will apply a qualitative research method by using semi-structured interviews. To gather focused and qualitative data, a semi-structured interview is an appropriate method which offers a balance between the flexibility of an open-ended interview and the focus of a structured ethnographic survey (McCammon, 2006). Moreover, the interview method also provides the in-depth information that should be more useful for analysis. Also via this method, the rich understanding of needs and motivations of the interviewees can solve any conflicting facts that may occur since the interviewer has a chance to question the information provider directly at that moment. Therefore, the qualitative research method was implemented because it allows for studying a specific topic in great depth, in contrast to the standardized survey approach.

3.2 Data collection methodology

3.2.1 Population

Two groups of subjects participate in the interview sessions. For the first interview group, it consists of in total 5 persons, a mix of male and female employees from the JOOX content team who are working with JOOX for at least one year. Another group is the consumer group. This group, there are total of 5 people who use music streaming applications in their daily life, both male and female. Therefore, the data received from these two groups are effective for answering the research questions, because the data is from both professional and user side.

3.2.2 Data collection

All information in the interview session will be recorded via electronic voice recorder and will be transcribed for data analysis to discover the main factors to create successful branded playlist in JOOX. In this research, the researcher asks the participant with two separate sets of question, different for professionals and consumers.

3.3 Instrument

This interview is a one-on-one session which may take much time and effort to gather all the in-depth details. The permission form will be signed before interview session begins. The session begins with the introduction and background of this research that the information they are providing will be used for educational purposes only and their name will not be revealed. Following by warm-up questions such as demographic, work position or hobby, etc., then start the focused questions. The introduction text and the questions are given below.

3.3.1 Introduction in Interview

This interview is the part of a research project for the completion of a Master degree in Entrepreneurship Management at College of Management, Mahidol University. The research topic is about factors to create successful branded playlists in JOOX.

Table 3.1 Questions to be used in interview session with JOOX team

Question No.	Question
1	How does JOOX measure the effectiveness of playlists? How many criteria?
2	What type of playlist is most selected / listened by the JOOX users?
3	Please provide some examples of successful playlists (unbranded).
4	If a brand wants to create their own playlist, what are the important points to pay attention to?

Table 3.1 Questions to be used in interview session with JOOX team (cont.)

Question No.	Question
5	What will brand receive from sponsoring a playlist?
6	From your experience, please give example of a successful branded playlist and please share your opinion on the following points. - What were the crucial factors for creating this branded playlist? In other words, why did it succeed? - How to measure the success?
7	What needs to be identified in the briefing document from your customer?
8	Does the picture or photo used as a cover picture of the playlist affect the performance of the playlist? How?
9	In your opinion, is the name of the playlist important? Can a brand feature their name in the playlist name?
10	What kind of brand that you think can communicate well via sponsoring a music playlist?

Table 3.2 Questions to be used in interview session with consumer

Question No.	Question
1	How often do you use a music streaming application? How often do you use JOOX?
2	When will you listen to music? In what situation or activity?
3	What inspires you to select a playlist?
4	What draws your attention while looking for a playlist to listen to?
5	What can be reasons to obstruct you from choosing a particular playlist?
6	What is your opinion if there is a playlist display with a logo of a brand?
7	Have you ever seen any branded playlist? Did you listen to it? Do you like it?

Table 3.2 Questions to be used in interview session with consumer (cont.)

Question No.	Question
8	From your experience, are there any impressive branded playlist? Why did you like those branded playlist? How did they affect you?
9	If you see the picture of a product on the cover of playlist, will you be interested in that product?
10	If you found a playlist that you really like, will you share it on your social media?

3.4 Data Analysis

To analyze all the data received from interview sessions, the recording is transcribed onto paper to analyze and match the data from both sampling groups. Then the researcher can identify possible factors to answer the research questions.

CHAPTER IV
RESEARCH FINDINGS

In order to analyze the data collected in the research, the content analysis method will be used to identify and interpret the results from the semi-structured interviews that were designed to gather the insights from the participants.

Content of this research will be analyzed at one level, where the interpretation and focus are on the similarities and differences of each interviewee to identify the most related success factors to create successful branded playlists in the JOOX streaming music application. To understand more about users' attitudes towards a playlist sponsored by a brand, the research further explores about the participants' perceptions and preferences of brand tie in the playlists. Additionally to be able to have the ideas on how to create interesting branded playlists, the research also requested recommendations from the JOOX team.

As a result, there are similarities that emerged from the data analysis and yet there are also differences with some meaningful points of view from various participants with regards to the factors, including online behavior and life style, affecting their selection intention toward the playlist to listen.

4.1 Demographic Profile of Research Participants

According to the methodology, the researcher interviewed in total ten respondents, separated into two types: frequent users of JOOX application and JOOX product development team members. The question is separated into two sets as well. One set of question is prepared for five frequent users of JOOX application and another set to be used for the interview sessions with the JOOX Product Development team.

The set of questions to interview JOOX frequent users is mainly focused on the frequency of using, daily activity, preferred playlists, and attitude towards braded playlists in JOOX.

Questions for interviewing JOOX Product Development team will focus more on sharing experience, providing recommendations, quality measurement, and communication via arts. This chapter will explain and analyze the results related to each factor that will affect the success of branded playlists in JOOX**.**

4.1.1 J OOX Frequent Users

Table 4.1 Participants' general information

No.	Age	Occupation
1.	20	University Student
2.	23	Freelance Tutor
3.	27	Government Officer
4.	34	Sales
5.	25	Media Planer

4.1.1.1 Frequency and situation

From the interview sessions with the participants who are frequent JOOX users, the research found out that two out of five participants listen to music via JOOX Application every day and the rest of the participants open JOOX at least five days per week to listen to music and update music charts. Three out of five mention that instead of radio, they listen to music through JOOX Application more often when they are on the road. They think that contents provided by JOOX is always up-to-date and even though there are some ads interrupted while listening, still using JOOX is less annoying due to advertising or DJ compared with listening to traditional radio. All of the interviewees have the same behavior of listening to music when they have a particular mood that only music understands their feelings, and when they think of listening to music they think of JOOX.

4.1.1.2 Preferred playlists

Since JOOX provides various categories of music content; top charts, new releases, music video, music columns, but playlists are the most like content form among the users. The fact is that JOOX is the first music application in Thailand who offers creative playlists to its users; this creativity draws a lot of users' attention

to JOOX. Results from the interview sessions with all five users show that, although each of them has different preference of music type or content form, songs which are presented in a form of playlist are usually considered when they have no idea what song they want to listen to, or they only realize the theme of the music they want to turn on.

4.1.1.3 Attitude towards a brand that sponsors a playlist

From interview sessions with all five participants, the researcher posts the question about their attitudes towards brand that have their logo or product display on the cover of the playlist, all of the interviewees replies to this question that having a logo onto the cover picture does not a matter because the size is quite small and does not cause any negative effect to them. One participant said that "Having or not having a logo is not important to me at all. What I look at while searching for a playlist to listen to is the playlist name" Aside from that there is one participant states that the graphic presented as a playlist cover also plays an important role to draw attention of the user to look at the playlist. For example, playlists sponsored by Nike have cover photos that are interesting and eye-catching. This participant explains that if cover photo is interesting enough, users will take a look at that particular playlist and consider listening to it.

Figure 4.1 Examples of playlist covers

4.1.2 JOOX Production Team

Table 4.2 General Information

No.	Age	Occupation
1.	26	Assistant Product Manager, JOOX
2.	30	Business Developer, JOOX
3.	27	Product Executive, JOOX
4.	27	Assistant Content Editor, JOOX
5.	36	Team Leader – Content, JOOX

4.1.2.1 Experience Sharing

As of now, there are approximately 500 playlists available in JOOX Application and there are both successful playlists and not so successful playlists. Below are examples of successful branded playlists.
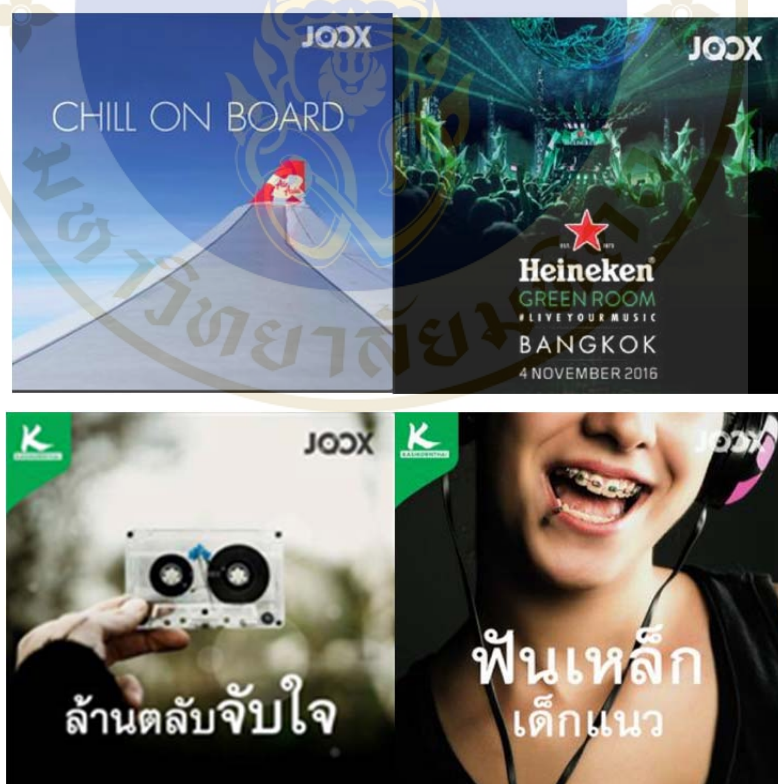

Figure 4.2 Example of successful branded playlists in Joox

A member of the JOOX product team said that most of the branded playlists that have achieved a good performance result have a strong concept and clear message to communicate with users. The most important thing is that the brand needs to know how to communicate with the user, and how to encourage the user to recognize product or service of the brand.

4.1.2.2 Quality measurement

To measure quality or success of the playlist, JOOX focuses on these numbers; click through rate (CTR), number of users who listened, number of offline downloads, and average time users spent on the playlist to determine the performance.
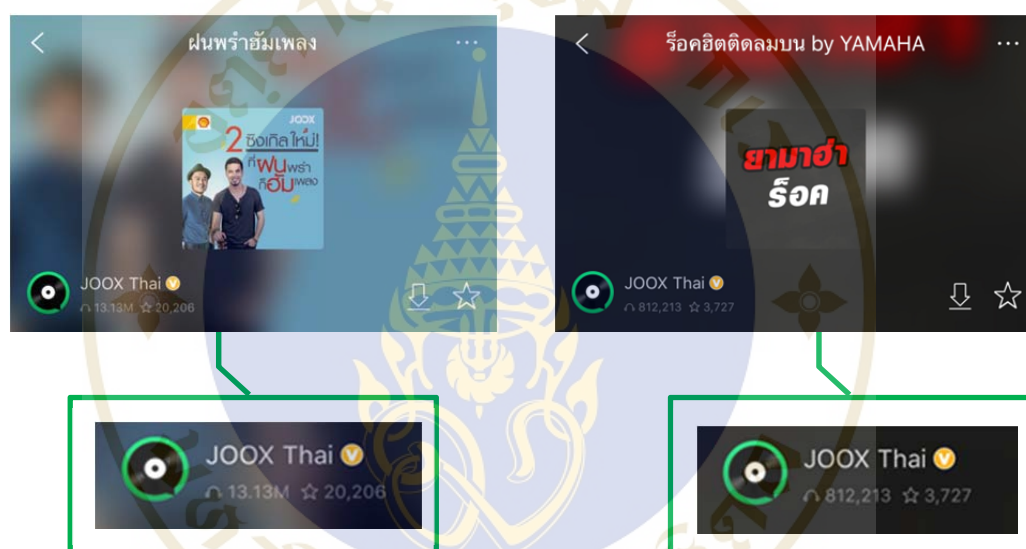
Figure 4.3 Number of listeners and offline download

Pictures above are the examples of real time performance statistics of a branded playlist in JOOX. These numbers are always displayed and updated real-time when a user listens to the playlist. For the number of average time spent per user and the click through rate (CTR), JOOX team will provide them to the campaign owner after the promotion period is finished, as part of the campaign report. With the end campaign report, the brand will clearly know the overall performance of their sponsored playlists.

4.1.2.3 Communication

It is true that every brand can sponsor a playlist in JOOX Application because JOOX is a free music streaming application which has almost 40 million downloads as of now. Most brands that sponsor playlists in JOOX want to communicate with JOOX users through music, but there are a lot of brands that do not understand how to communicate through this platform. Some brands still have a perception that sponsoring a playlist is just having a list of songs, one cover photo and a playlist name, which is a complete misperception.

To communicate with JOOX users, every element of the playlist must be focused because the users will only see the cover photo and read the playlist name. However, in a situation which neither the cover photo nor playlist name cannot convey the brand's message or brand's image, users will not be able to recognize the brand at all.
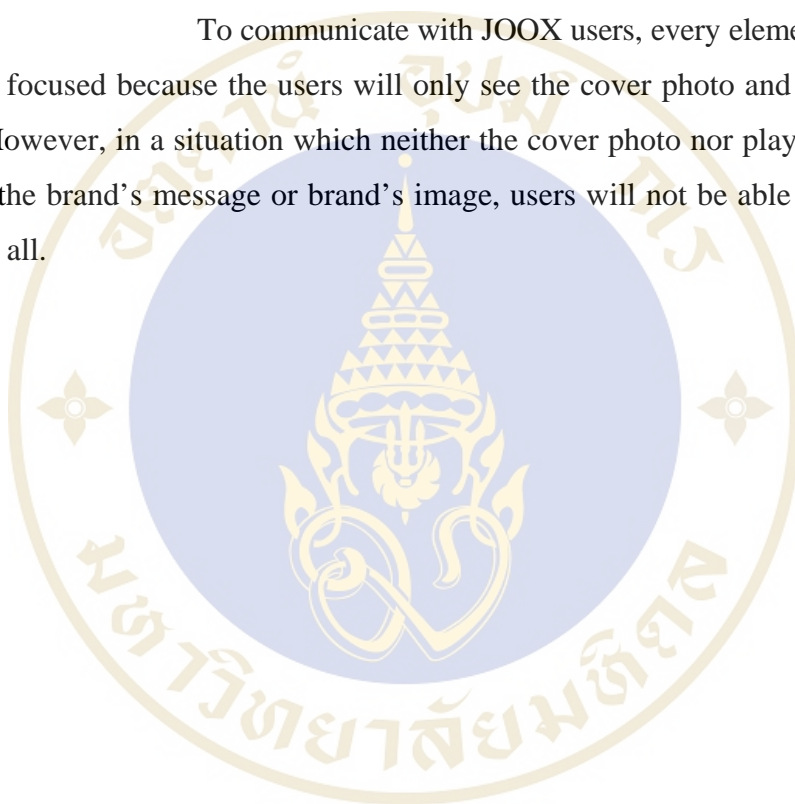
CHAPTER V
CONCLUSIONS

5.1 Recommendations

JOOX provides a wide range of music categories, and users' objectives when using JOOX is to listen to music and to enjoy music contents provided by JOOX. After the official launch on January 2014, JOOX shortly become largest music streaming platform that has the largest number of users in Thailand. JOOX users are music-savvy. JOOX fans are a mixture of every generation but mostly youngsters and business professionals, with various interests including art, travel and leisure and sports. To be beyond just a music application, JOOX partly focuses its role on being an engaging platform that connects brands with its diverse audience. With traditional advertisement like banner ads, audio ads and full-screen ads, JOOX also provides a unique opportunity for brands to demonstrate their brands' character through customized playlists.

The result from this research revealed that factors to create successful branded playlist in JOOX are as follows.

- Strong concept or theme of the sponsoring brand.

To create an impressive branded playlist, brand must have a creative and understandable strong concept to communicate with the targeted users. In order to find the right concept for playlist creation, aside from recognizing brand's general information about their services or products, the brand must think about the profile and behavior of their targeted groups as well as understand their preferred type of music to be able to figure out the most suitable way to connect the dots between the brand and their intended group of people in JOOX. Also the users will not feel that the brand is trying to sell their product. Vice versa, users will have a good attitude towards the brand that can create a playlist that suits their particular moods.

- The correspondence of concept and the brand itself

A part from a strong concept to create seamless experience for JOOX users, to avoid the feeling of annoyance from advertising through branded playlists, brands

must also think creatively to create the playlist concept which can arouse or motivate users to realize brands' products or services. For example, Air Asia contacted JOOX team and told them that Air Asia wanted to sponsor a playlist with a concept of chill or relaxation. JOOX team then proposed Air Asia to use "Chill on board" as a name of Air Asia's branded playlist because this name could effectively convey all the message and image of the brand as an airline. Once the users see this playlist they will easily understand that what is in this playlist and will recognize who is offering this playlist to them.

- The connection between theme of the playlist and users' emotions.

From interview sessions with JOOX frequent users, the researcher found out that it is true that each of them may have a different reason or be in different situation, but there is one thing that all of the interviewees from user side share: they will select the playlist to suit their mood at the moment they are about to listen to music. From this fact, it supports the theory of Music Branding of Lusensky:"Music branding is communication through emotions. Music engages people in conversation and when providing exclusive content creates memorable experiences. Music branding as such offers a strategic way to reach consumers in ways that traditional advertising can't". (Lusensky, Social Music Revolution, 2010)

- The relatedness between the theme of the playlist and other elements: cover photo, playlist name, song list.

The results from the all the interview sessions with both users and the JOOX team identify that the relatedness of the key elements of a playlist plays the most important role in attracting people attention to the playlist since it is all relevant.
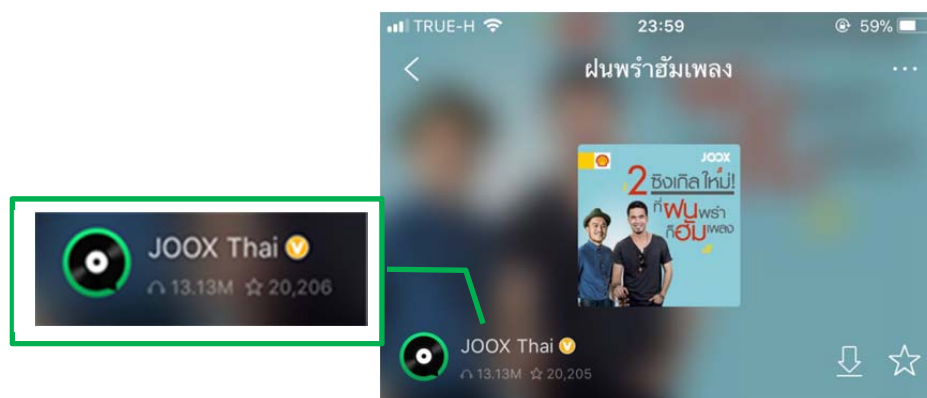
Figure 4.1 The most successful branded playlist: Songs for rainy day (ฝนพรำ ฮัมเพลง)

Above is an example of a successful branded playlist sponsored by Shell. Shell achieved success with this playlist sponsorship because they have strong concept for the playlist creation. Their concept plays with the season of rain which is their playlist release period. Aside from the playlist name that relates to the season, the cover photo and the song list also relate with the rainy season. When all these elements relate to each other and the theme is understandable and users can easily understand the message behind the branded playlist, they will remember not only the playlist name, the song list or the cover photo but they will more likely recognize the brand that created the playlist for them.

5.2 Recommendations

To create a branded playlist in JOOX Application seems to be easy, but it is actually not a walk in the park. The fact is that in order to create successful branded playlists in JOOX, brand must be very creative in the way to present their sponsored playlists to be memorable for users. As mentioned in the conclusion chapter that there are four keys factors which are all significant for brands to concern about. The factors to create successful branded playlist are as following.

- Strong concept or theme of the sponsoring brand
- The relatedness of the concept or the key message and the brand itself
- The connection between the theme of the playlist and users' emotions.
- The relatedness between the theme of the playlist and other elements: cover photo, playlist name, song list.

Therefore the recommendations for a brand who is interested in sponsoring playlist in Joox are provided below.

To be able to come up with a strongest concept, brands must consider that they understand their current situation, their target audience, Joox's audiences and their behaviors, brand's campaign objectives, and the benefits the audience will respond to. Aside from the strongest concept, brands must also consider about creative way to tie in their brand into that concept for playlist creation. For example, Air Asia playlist which is named "Chill on board" by seeing the playlist name and other elements, users will directly receive a perception of being relaxed on an airplane which is good because it is relevant with Air Asia service. Another crucial factor is brands must aware that most of people choose music accord to their emotion, mood or feeling; hence brands must try to find the right music category to create the connection between brands and their target customers in Joox. Air Asia did a good job on this issue as well because Air Asia selected chill song to be in their sponsored playlist with a perception that passengers who are traveling by plane should expect to be as much relaxed as possible on the plane and songs in Air Asia playlist can comfy them. Last but not least, relatedness of every element of the branded playlist. Start from the big concept to playlist name, song list, and cover photo everything need to relate to the concept because it will affect user experience. If the user is disappointed by misperception towards the sponsored playlist, it will affect both brand itself and JOOX as the owner of a content provider.

5.3 Limitation

Time constraints were the main limitation in this study. In the short period of time, the researcher has decided to use direct questions to interview both JOOX team and a small number of frequent users of JOOX Application. Also the right to gather information is a limitation because the researcher needs to interview JOOX team for collecting the most reliable data, but thankfully the organization allowed the researcher to interview the team for this case study.

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APPENDICES

Appendix A: Introduction to Interview

This interview is the part of the research for a thematic paper to fulfill the requirements for the degree of Master of Management at the College of Management, Mahidol University. The topic is about factors to create successful branded playlist in joox.

Appendix B: Consent Form

<div style="border:1px solid black; text-align:center;">

Letter of Informed Consent

</div>

Date................./...................../.....……….

Title of project: <u>FACTORS TO CREATE SUCCESSFUL BRANDED PLAYLISTS IN JOOX</u>

Name of researcher: <u>Supicha Timpitak</u>

Name of supervisor: <u>Dr. Roy Kouwenberg, CFA</u>

Contact information of the researcher: <u>timmy.mild@gmail.com</u>

Dear Sir or Madam,

You are invited to participate in the above research project, initiated at the College of Management, Mahidol University.

The objectives of this research are: <u>To be able to identify all vitals factors in order to create impressive brand awareness through braded playlists displayed on the Joox music application, which can be implemented with real success for the brands.</u>

To achieve these stated objectives, I would like to request your help in (check):

     O Filling out a survey form

     ☑ Participating in an interview

     O Other (specify)

_____

The risks involved in participating in this research include:

     O Details

_____

     ☑ None

In the research report, your identity (name and contact) will be (check):

     ☑ Kept confidential

     O Revealed

     Explanation (if necessary): _____

<u>Please be aware of your rights to:</u>

- Decline to answer any questions you do not feel comfortable answering
- End your participating at any time

Thank you very much!

I have carefully read and fully understand the information above.

Signature ….………….………….…………… (Research participant)

(………………….…………………...)

Date............./...................../.....…….