

Personality and Consumer Choice
Consent to Participate

You have been invited to participate in a research study conducted by Anna Harrington on consumer decision-making. This study has been approved by the Claremont McKenna College Institutional Review Board (IRB).

If you agree to participate, you will be asked to complete a questionnaire. This questionnaire will include:

1. Responding to a consumer-related scenario.
2. Personality questions.
3. Personal background questions.

Results for this study will add to our knowledge of purchase decisions and consumer behavior. The questionnaire will take approximately 20 minutes. 0.5 course credit on Sona Systems will be available as compensation for those who need it. No additional compensation will be offered.

There are no known risks associated with your participation in this research. However, if you feel uncomfortable at any time, you may withdraw or skip questions and no questions will be asked.

Your name on this form will be kept completely separate from your questionnaires, and all responses will be confidential and anonymous. There will be no way to personally identify you with your answers. Additionally, data will only be accessible to Anna Harrington.

If you have any questions or wish to report a research-related problem, please contact Anna Harrington at 781-718-0014 (aharrington09@cmc.edu). For questions regarding your rights as a research participant, you may contact the chair of Claremont McKenna College's Institutional Review Board, Michael O'Neill, at 909-607-8336 (moneill@cmc.edu).

The researcher has explained this study to me and answered my questions. My signature indicates that I am at least 18 years of age, and I have read and understood all of the above:

(Your name)

(Your signature)