

**Appendix 2**

**Participant Consent Form**

Why we like endorsed products: An investigation into the role of mimicry.

Participant Name: .....

Experimental Code: .....

Do you understand that you have been asked to be in a research study?      Yes    No

Have you received and read a copy of the information sheet?                      Yes    No

Do you understand that you are free to refuse to participate, or  
withdraw from the study at any time, without consequence?                      Yes    No

Do you understand that your participation will be anonymous?                      Yes    No

Do you understand that the data in the questionnaire will be preserved  
in Lancaster University records for up to 10 years after the research.                      Yes    No

Do you understand that the data provided by you might be published?                      Yes    No

Do you have any more concerns about participating in this research?                      Yes    No

Do you consent to participate in the study?    Yes    No

Signature of participant.....      Date.....

Signature of researcher.....      Date.....