

Lyceum of the Philippines University

Claro M. Recto Academy of Advanced Studies

Muralla St, Intramuros, Manila, 1002 Metro Manila

Manila, Republic of the Philippines

Oct 21, 2025

To Whom It May Concern,

Subject: Ethical Approval for Research Study

This is to certify that the research study titled:

“The Impact of Live Commerce Service Quality on Repurchase Intention in China: The Mediating Role of Trust and Generational Differences Between Gen Z and Older Adults”

conducted by CHAOQUN.HE, affiliated with **Claro M. Recto Academy of Advanced Studies, Lyceum of the Philippines University**, has been reviewed and approved by the **Jocelyn Y.Camalig** on **Oct 21, 2025**.

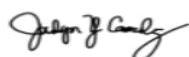
The study involves a **questionnaire-based survey** and does not include any human experiments or biological samples. The research adheres to ethical guidelines and regulations concerning human participation in social science research.

The following ethical considerations have been ensured:

1. Voluntary Participation – Participants were informed about the study's purpose and had the right to withdraw at any time without consequences.
2. Informed Consent – Consent was obtained from all participants before data collection.
3. Confidentiality and Anonymity – Participant identities and responses remain confidential and will be used solely for academic purposes.
4. Risk Mitigation – No foreseeable risks were associated with participation in the study.

This approval is granted for a period of **one year**, and any modifications to the study protocol will require additional approval.

Jocelyn Y.Camalig



Professor

Claro M. Recto Academy of Advanced Studies, Lyceum of the Philippines University