

Call For Participants



Impact of usability on brand loyalty and use of restaurant mobile apps

15 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

University of the Witwatersrand

I am an Honours student in the Information Systems Division at the University of the Witwatersrand, Johannesburg. The purpose of this survey is to find out the extent to which usability contributes to both the intention of continuous usage and brand loyalty of restaurant discovery mobile applications.

As a potential user of a restaurant discovery mobile application, you are invited to take part in this survey.

Find out more online

Poster printed on 09/05/2024 Study expires on 25/08/2017

More info

by scanning the QR code
or visiting the URL

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