

Call For Participants



MA Luxury Brand Management

10 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Goldsmiths University of London

My primary research question is "how controversial publicity affect consumer's brand perception in terms of luxury cosmetics brands in the UK market?"

With this study, I want to analyse whether controversial marketing strategies or products can significantly change consumer's opinion about certain brands and affect their purchase behaviour.

Find out more online

Poster printed on 29/04/2024 Study expires on 02/08/2019

More info

by scanning the QR code
or visiting the URL

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