

Call For Participants



Responses to advertising stimuli

5 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Heriot-Watt University

The purpose of this study is to find out how Generation Y (born between 1977 and 1994) responds to a new brand that has recently been introduced to the market. You are going to see an advertisement for this new product and are asked to answer a few questions on the advertisement afterwards.

Find out more online

Poster printed on 06/05/2024 Study expires on 07/08/2015

More info

by scanning the QR code
or visiting the URL

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