

Call For Participants



Title of study: Purchasing
Decisions in the Fashion
Context

15 min(s) to complete

Prize draw £50 amazon voucher

Online Questionnaire/
experiment

Online

University of the Arts London

Previous research has shown that a number of factors influence our decision making and this study examines some of those factors in relation to fashion garment liking and likelihood of purchasing it that is, what influences people's liking of fashion garments and their likelihood to buy it. If you wish to take part, you will be asked to sign an electronic consent form and complete a short survey and a decision making task. In the task you will be shown images with corresponding questions.

Find out more online

Poster printed on 07/05/2024 Study expires on 25/08/2018

More info

by scanning the QR code
or visiting the URL

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