

Call For Participants



Grey Market Segmentation in The Fashion Industry: A Cross-Cultural Perspect

5 min(s) to complete

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Online Questionnaire

Online

University of Exeter

The purpose of the research is to determine:

- The market segmentations of older consumers in the fashion industry
- Whether these market segments cut across cultural boundaries, specifically in Singapore and the United Kingdom
- And if so, whether these segments can be effectively reached with the use of global advertising campaign

The aim of this study is to provide insight as to how marketers in the fashion industry can effectively position brands.

Find out more online

Poster printed on 04/05/2024

Study expires on 15/04/2018

More info

by scanning the QR code
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