

Call For Participants



How social media marketing impacts a fashion brand

15 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

University of Plymouth

The study aims to investigate how the role of social media impacts consumer based brand equity (how the consumer values a brand) within the UK fast fashion industry.

Find out more online

Poster printed on 07/05/2024 Study expires on 24/02/2016

More info
by scanning the QR code
or visiting the URL

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