

Call For Participants



Marketing ethics and
consumers behavior – Online
Canadian insurance

20 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

University of Liverpool

The aim of this study is to better understand the relationship between marketing ethics and consumer behavior in the context of the online sale of optional insurance products in Canada.

The research focuses on optional creditor protection insurance that is offered by the leading Canadian banks on financial products such as a mortgage, loans, lines of credit, and personal and business credit cards.

Find out more online

Poster printed on 07/05/2024

Study expires on 12/01/2020

More info

by scanning the QR code
or visiting the URL

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