

Call For Participants



Gender differences in
purchase intentions from
eWOM on Twitter

5 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Northumbria University

This study will investigate and see if there are gender differences in purchase intentions from electronic word of mouth (eWOM) on Twitter.

Find out more online

Poster printed on 24/04/2024 Study expires on 31/08/2017

More info

by scanning the QR code
or visiting the URL

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