

Call For Participants



A study of the consumer buyer behaviour within sport for 30-60 year old

10 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Northumbria University

This quantitative study looks to research Generation X, aged between 30-60 year old consumption of sporting equipment and the key factors that will influence these brand choices.

Find out more online

Poster printed on 07/05/2024 Study expires on 31/08/2017

More info

by scanning the QR code
or visiting the URL

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