

FASHION RETAIL ON FACEBOOK

Welcome

Hello and thank you for taking time to take this survey. I am currently coming to an end of my course in MSc eMarketing at Oxford Brookes University and this questionnaire is a part of my master dissertation on the relationship between social engagement and loyalty in the fashion retail industry. All data will be held confidential and is for the purpose of my dissertation, only. If you have any questions or queries regarding this survey, please do not hesitate to get in touch on 11094839@brookes.ac.uk and I will get back to you as soon as I can. If you qualify, the survey will take between 5-10 minutes. Thank you for your time!

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