

Call For Participants



Online social influence in switching of personal current accounts

12 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Waterford Institute of Technology

The literature indicates that online social influence seems to play a role in customer switching behaviour, but this has not been confirmed yet. The primary research objective is to examine does online social influence have a measurable effect on product adoption, specifically on customer switching in retail banking? Looking for respondents in the UK & Ireland that are 18+ to complete the survey available on the links shown.

Find out more online

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More info

by scanning the QR code
or visiting the URL

www.cfp.cc/5V5YG3

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