

Best Ideas for PhD Research Topics in Marketing

1. Pharmaceutical dispensing effects on the patronage of consumer store
2. Time spent in dining: what affects it
3. Application of advertising comparative study
4. Effective strategy for market entry
5. The impact of consumer brand awareness on products
6. Customer loyalty characteristics
7. Habitual buying products effect
8. The determinants of consumer buying behavior
9. Per country of origin: factors affecting consumer response on products
10. Customer delight in banking
11. Foreign and local banks: A comparative study
12. Cooking behavior and occupational status effects
13. Employee smiling effect on customer satisfaction
14. Gender effect on family buying behavior
15. The effect of brand image on consumer taste preference
16. Promotional activities and recession
17. Recession advertising effect
18. Factors that affect impulse buying
19. Technology change effect on information
20. Consumer characteristics and product effect on free sample usage
21. Unethical buying behavior
22. Internal advertising awareness and practices
23. Consumer response effect on store promotion on purchase intention and brand image

24. Attitude of individuals towards direct marketing
25. How counterfeit brands affect originals
26. Effect of organizational characteristics, market and product on market research practices
27. Comparative study: buyers and sellers on licensed software
28. Deceptive advertising affect on telecom sector consumer loyalty
29. Factors affecting scientist and educationist response on patent registration
30. Consumer awareness on mobile phones
31. Advertising research practices effects on companies advertising performance
32. Customer's evaluation on product quality: how affected by performance commitment
33. Relationship between consumer brand and packaging characteristics preference
34. Marketing research and customer knowledge
35. Trial ability and product innovativeness effect on new product adoption
36. Comparative analysis on international and local brand
37. Relationship between mobile phone and corporate image advertising
38. Understanding the consumer response in food industry
39. Relationship between brand personality and brand extension
40. Personal involvement impact on store brand
41. Attitude measurement four dimension
45. Hospital industry competitive advantages
46. Consumer reactions study on effect of Von Restorff
47. Congruity impact on brand image in automobile industry
48. Factors that influence customer satisfaction in health services
49. Comparative study on the value of service and customers evaluation on products
50. Opinion of leadership impact on consumer buying decision
51. Factors behind the brand switching in telecommunications industry
52. Usage of E-banking transactions and consumer awareness on mobile phones
53. Product quality impact on the customer's evaluation commitment