### List Of 100 Topics

### For Phd In Marketing



- 1. Factors Affecting Marketing Strategy Success
- 2. Consumer Behavior And Manipulation Tactics Behavior
- 3. Negative Effect Of Advertising On Teenagers
- 4. Branding On Customer Behavior Impact
- 5. Marketing Strategies In Hotel Business
- 6. Psychographic Methods Importance In Marketing Schemes
- 7. Marketing And Life Style
- 8. Effective Internet Marketing Activities
- 9. Social Media In Promoting Business
- 10. Does Irritating Advertising Reach Customers?
- 11. Can Food Product Labels Influence Customer Behavior?
- 12. Successful Brands Usage In Political Campaigns
- 13. Impulsive Buying: Psychological And Social Aspects
- 14. Factors Affecting New Brand
- 15. Advertising Impact On Hotel Business
- 16. Customer And Branding Satisfaction
- 17. Differences In Female And Male Consumer Making Decision Process
- 18. Attitude Of Customers Towards Functional Food
- 19. How Celebrities Influence Buying Decision Of Customers?
- 20. How Demands Change Upon Generations?
- 21. Beneficial Ways In Building Customer Loyalty
- 22. Advertising Effectiveness Depend On Social Network?
- 23. Language Influencing Product Identity
- 24. Knowing National Culture In Promoting A Product
- 25. Does Gender Influence Customer Buying Decision?
- 26. Different Marketing Methods
- 27. Strategies In Attracting Potential Clients
- 28. How Amazon Charge Premium Price
- 29. Expectations And Motivations Behind Schemes Like Loyalty
- 30. Why And How Did Traditional Marketing and Relationship Marketing Continuum Vary
- 31. How Product Affect the Buying Loyalty of Customers
- 32. How Retailers Survive Polygamous Behavior
- 33. How Custom Loyalty Shop Online
- 34. Relationship Between Brand Equity: An Examination
- 35. Do Customers Know About Brand Values?
- 36. How Relative Significance Of Intangible And Tangible Values of a Brand Change?
- 37. Do Top Brands Work on the Best Products?
- 38. Brand Image: How It Affects Product Availability
- 39. Can a Brand Image Be Used in Different Industries?
- 40. How Innovation Sustain Brands?

### List Of 100 Topics

## For Phd In Marketing



- 41. How Firms Make Use of Social Responsibility In Establishing Brand Equity?
- 42. Do Customer Reaction Change Due to Long Term Offers?
- 43. How Toll Free Numbers Can Influence the Customers' Response In a Direct Sale Promotion
- 44. How Nationality Influence the Response of the Customers
- 45. Do Customers Know How to Keep Themselves Safe From Unscrupulous Tactics Used by Marketers?
- 46. How the Length of a Message Influences Direct Marketing Success
- 47. Can Marketing Be Deployed In Building Customer Relationship?
- 48. Can Marketing Be Implemented As a Group-Centered Tool?
- 49. How Prospecting Techniques Differ In Offline And Online Environment
- 50. How Social Status Affect the relations In Building Activities
- 51. Family Orientation Effect On Communications in marketing
- 52. How Marketers think of Regional Differences in marketing
- 53. How Individualism Affect Mobile Phones Sales
- 54. How supermarkets survive many Language Differences In countries
- 55. How Banks Change Their Offers According to Social Class
- 56. How culture can Explain The Sales Prominence of Scottish whiskey
- 57. How National Culture in many Countries Help In Promoting Major Exports
- 58. What Affects Consumers In Relaying Messages in marketing
- 59. Word-Of-Mouth Communications the Antecedents
- 60. Social Class Based Product Offerings
- 61. Learning From Marketing Communications
- 62. How Gender Affect Consumers' Information Processing
- 63. What Motivation Play On Buying Behavior
- 64. Functional Advertisements on the web
- 65. Importance Of Attitudes And Beliefs Across High And Low Involvement Products
- 66. Habitual Buying Behavior Investigation
- 67. Effect Of Geographical Location On Habitual Buying Behavior
- 68. How Firms Customize Their Products
- 69. How Firms Personalize Their Products
- 70. Assessment On Assortment To Customer Value
- 71. How Consumer's Control on Perception Affects a Choice of Brand?
- 72. How Visual Prowess Affect Product Attitude?
- 73. How Gender Affect Site Preference?
- 74. How Firms Combine Offline And Online Shopping Features
- 75. Purchase Decision Making Online
- 76. Online Brand Alliances Consumers Reactions
- 77. Mobile Marketers and Permission-Based Marketing
- 78. Mobile Environment: How Brand Image Convey It
- 79. Can Brand Build Through Marketing Techniques Online?

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# For Phd In Marketing



- 80. What Consumers Want From Mobile Messages
- 81. How Location Affects Mobile Marketing Communications
- 82. Time Role In Mobile Marketing Communications
- 83. Disadvantages And Advantages Of Pull And Push Mobile Marketing
- 84. How Mobile Marketing Used As Marketing Tool?
- 85. How Mobile Payment Service Increase Mobile Marketers Revenue?
- 86. How CRM Be Used In Mobile Marketing
- 87. How Price Adjustment Techniques Change In Offline And Online Environment?
- 88. Public Relation Effective Campaign
- 89. Why And How Firms Change Their Advertisements Frequency In Offline And Online Environment
- 90. Suitability Examination Of Information Based On Products Disposed or Sold
- 91. Companies Characteristics: Use Of Advertising
- 92. Lack Of Effective Controls influence In Online Environment
- 93. How Essential Is Location To Choice Of Customers In Airline business In Us
- 94. How Internet Helped Goods In Building Awareness of the brand
- 95. How Facebook Apps Turn Users Into Cash
- 96. Newsfeed Restriction Impact On Consumer's Attitudes
- 97. How Behavior Chain Vary Between Facebook Apps And Facebook
- 98. Are Happy Hours Ethical?
- 99. How Spam Laws Improve Online Marketing Ethics?
- 100. How Firms Use Public Relations In Recovering From Consumer Boycotts
- 101. Controversial Marketing Communications