

MBA Marketing Specialization Project Topics

1. Impact of Digital Marketing on Consumer Purchase Decisions

Research Objectives

- To study the influence of digital marketing on consumer buying behaviour.
- To identify the most effective digital marketing channels.

Suggested Methodology: Survey

Primary Variables: Digital Marketing, Consumer Behaviour, Purchase Intention

Suitable For: MBA Marketing Students

2. Consumer Buying Behaviour Towards E-commerce Platforms

Research Objectives

- To analyze factors influencing online purchasing decisions.
- To study customer preferences for e-commerce platforms.

Suggested Methodology: Survey

Primary Variables: Consumer Behaviour, Online Shopping, Customer Satisfaction

Suitable For: MBA Marketing Students

3. Effectiveness of Social Media Marketing

Research Objectives

- To evaluate the impact of social media campaigns on brand awareness.
- To study consumer engagement through social media.

Suggested Methodology: Survey

Primary Variables: Social Media Marketing, Brand Awareness, Customer Engagement

Suitable For: MBA Marketing Students

4. Brand Loyalty Among Smartphone Users

Research Objectives

- To examine factors influencing customer loyalty toward smartphone brands.
- To study repeat purchase intentions.

Suggested Methodology: Survey

Primary Variables: Brand Loyalty, Customer Satisfaction, Brand Trust

Suitable For: MBA Marketing Students

5. Customer Satisfaction in the Retail Industry

Research Objectives

- To measure customer satisfaction with retail services.
- To identify service quality factors affecting satisfaction.

Suggested Methodology: Survey

Primary Variables: Customer Satisfaction, Service Quality, Customer Experience

Suitable For: MBA Marketing Students

6. Impact of Influencer Marketing on Consumer Buying Behaviour

Research Objectives

- To study the effectiveness of influencer marketing campaigns.
- To examine the influence of social media influencers on purchase decisions.

Suggested Methodology: Survey

Primary Variables: Influencer Marketing, Purchase Intention, Brand Awareness

Suitable For: MBA Marketing Students

7. Role of Artificial Intelligence in Marketing

Research Objectives

- To examine the application of AI in modern marketing.
- To evaluate its impact on customer experience.

Suggested Methodology: Secondary Data / Case Study

Primary Variables: Artificial Intelligence, Customer Experience, Marketing Automation

Suitable For: MBA Marketing Students

8. Effectiveness of Email Marketing Campaigns

Research Objectives

- To evaluate customer responses to email marketing.
- To identify factors improving campaign performance.

Suggested Methodology: Survey

Primary Variables: Email Marketing, Customer Response, Conversion Rate

Suitable For: MBA Marketing Students

9. Green Marketing and Consumer Awareness

Research Objectives

- To study consumer awareness of eco-friendly products.
- To analyze purchasing behaviour toward green products.

Suggested Methodology: Survey

Primary Variables: Green Marketing, Environmental Awareness, Purchase Behaviour

Suitable For: MBA Marketing Students

10. Customer Perception Towards Online Food Delivery Apps

Research Objectives

- To evaluate customer satisfaction with food delivery platforms.
- To identify factors influencing app selection.

Suggested Methodology: Survey

Primary Variables: Customer Satisfaction, Service Quality, Convenience

Suitable For: MBA Marketing Students

11. Impact of Celebrity Endorsements on Brand Image

Research Objectives

- To study the influence of celebrity endorsements on brand perception.
- To examine their effect on purchase decisions.

Suggested Methodology: Survey

Primary Variables: Celebrity Endorsement, Brand Image, Consumer Behaviour

Suitable For: MBA Marketing Students

12. Customer Relationship Management in the Banking Sector

Research Objectives

- To evaluate CRM practices adopted by banks.
- To study the impact of CRM on customer loyalty.

Suggested Methodology: Survey / Case Study

Primary Variables: CRM, Customer Loyalty, Service Quality

Suitable For: MBA Marketing Students

13. Product Packaging and Consumer Purchase Behaviour

Research Objectives

- To examine the influence of packaging on buying decisions.
- To identify packaging elements valued by consumers.

Suggested Methodology: Survey

Primary Variables: Product Packaging, Purchase Decision, Consumer Perception

Suitable For: MBA Marketing Students

14. Customer Experience in Shopping Malls

Research Objectives

- To evaluate customer experience in organized retail.
- To identify factors affecting shopping satisfaction.

Suggested Methodology: Survey

Primary Variables: Customer Experience, Satisfaction, Store Atmosphere

Suitable For: MBA Marketing Students

15. Effectiveness of Loyalty Programs

Research Objectives

- To analyze customer participation in loyalty programs.
- To evaluate their impact on repeat purchases.

Suggested Methodology: Survey

Primary Variables: Loyalty Programs, Customer Retention, Repeat Purchase

Suitable For: MBA Marketing Students

16. Impact of Online Reviews on Consumer Purchase Decisions

Research Objectives

- To examine the role of online reviews in buying decisions.
- To identify factors influencing consumer trust.

Suggested Methodology: Survey

Primary Variables: Online Reviews, Consumer Trust, Purchase Intention

Suitable For: MBA Marketing Students

17. Rural Marketing Strategies in India

Research Objectives

- To study marketing practices in rural markets.
- To identify challenges and opportunities for businesses.

Suggested Methodology: Survey / Secondary Data

Primary Variables: Rural Marketing, Consumer Behaviour, Market Penetration

Suitable For: MBA Marketing Students

18. Omnichannel Marketing and Customer Experience

Research Objectives

- To examine the effectiveness of omnichannel marketing.
- To study customer satisfaction across multiple sales channels.

Suggested Methodology: Survey

Primary Variables: Omnichannel Marketing, Customer Experience, Customer Satisfaction

Suitable For: MBA Marketing Students

19. Brand Positioning Strategies in Competitive Markets

Research Objectives

- To analyze brand positioning strategies adopted by companies.
- To evaluate their impact on consumer perception.

Suggested Methodology: Case Study / Secondary Data

Primary Variables: Brand Positioning, Competitive Advantage, Brand Perception

Suitable For: MBA Marketing Students

20. Customer Retention Strategies in the Service Industry

Research Objectives

- To identify effective customer retention strategies.
- To examine factors influencing long-term customer loyalty.

Suggested Methodology: Survey

Primary Variables: Customer Retention, Customer Loyalty, Service Quality

Suitable For: MBA Marketing Students