

# Marketing Capstone Project Ideas

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- Habitual Buying Behaviour and Geographical Location
- Importance of Beliefs and Attitudes Vary Across Low and High Involvement Products
- Functional Online Advertisements
- What Role Does Motivation Play In Buying Behaviour? An Examination of the Mobile Ringtone Market In the UK.
- How Does Gender Effect Selective Distortion Among Luxury Goods Buyers?
- When Word-of-Mouth Communications Turn Negative: What Can Be Learnt From Previous Mistakes?
- How Does Gender Effect Information Processing Among Consumers of Luxury Goods?
- What Motivates Consumers to Pass on Marketing Messages?
- What Are the Antecedents of Word-of-Mouth Communications? the Case of Blockbuster Marketing.
- How Do Consumers React to Brand Alliances Online? the Case of Amazon.Com and Wal-Mart.
- An Investigation of the Antecedents of Consumer Behaviour In Online Auctions? The Case of Ebay
- How Can Firms Successfully Combine Online and Offline Shopping Features? The Case of Amazon.com/Toys-R-Us.

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- What Product Attributes Are Most Valued by Consumers In Search, Comparison and Purchase Decision-Making Online?
- How Does Visual Constituency Affect Site Identity and Product Attitude?
- How Does Gender Effect Website Preference?
- An Assessment of the Value of Assortment to Customers: The Case of Dell Computers.
- How Does a Consumer's Perception of Control Affect Their Choice of Brand? The Case of Buying Computers Online.
- How Can Firms Customise Their Products? The Case of Apple.
- How Can Firms Personalise Their Products? The Case of Nike.
- What Are the Advantages and Disadvantages of Push and Pull Mobile Marketing?
- How Can Mobile Marketing Be Used as a Viral Marketing Tool?
- How Does Location Influence Mobile Marketing Communications?
- What Role Does Time Play In Mobile Marketing Communications?

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- Can an Info Brand Be Built Through Mobile Marketing Techniques?
- What Do Customers Want From Mobile Marketing Messages? The Case of Low-Cost Airlines.
- How Does Permission-Based Marketing Affect Mobile Marketers When Implementing International Marketing Campaigns?
- How Can Brand Image Be Conveyed In a Mobile Marketing Environment?
- How Important Is Location to Customer Choice In the Airline Industry In the Uk?
- How Has the Internet Helped Unsought Goods Building Brand Awareness? The Case of Comparison Websites.
- What Is the Effect of the Lack of Controls Online When Advertising Across International Borders?

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