

List of topics for marketing students

- Comparison of advertising strategies of mobilink jazz and ufone prepaid.
- Consumer perception with respect to brand awareness and brand loyalty: a comparative study of brand **a** & brand **b**
- Comparison of brand loyalty and customer satisfaction of brand **a** & brand **b**
- Consumer perception regarding in-store environment: a comparative study of two mega stores **a** & **b**.
- Consumer perception with respect to perceived quality and brand association: a comparative study of brand **a** & brand **b**
- Consumer perception with respect to perceived quality and store image: a comparative study of store **a** & store **b**
- Consumer perception with respect to product purchase decision: a comparative study of brand **a**, brand **b** and brand **c**
- Brand awareness & association analysis of brand “a” and brand “b”