



Department of Marketing Management
 School of Consumer Intelligence and
 Information Systems
Postgraduate Studies
MASTERS AND DOCTORATE

M COM & PhD DEGREES

TOPICS CURRENTLY UNDER SUPERVISION IN THE DEPARTMENT OF MARKETING MANAGEMENT

No.	Topic	Research Cluster
1.	Product placement perception on purchase intention on Generation Y consumers	Consumer Behaviour
2.	Perceptions of Generation Y regarding direct insurers versus insurance brokers on behavioural intention in the long-term insurance industry	Consumer Behaviour
3.	Determinants of consumer adoption of the Rea Vaya (BRT) system in Johannesburg	Consumer Behaviour
4.	Black Generation Y Consumers' Motivations When Purchasing Apparel Online: A Gender Perspective	Consumer Behaviour
5.	The influence of soccer sponsorships on consumer (soccer fans) purchase intentions	Consumer Behaviour
6.	Competence of Relationship Marketing and its affect on Customer Satisfaction	Relationship Marketing
7.	Impact of green marketing on the buyer behaviour of young consumers in South Africa	Social Marketing
8.	Evaluating factors that influence consumer satisfaction, trust and loyalty towards online retail shopping	Relationship Marketing
9.	Online consumer decision-making: A model for emerging markets	Consumer Behaviour
10.	The impact of brand experience and brand exposure on brand recall	Branding
11.	Factors influencing motorist to adopt road safety applications in Gauteng	Social Marketing
12.	Factors influencing the adoption of mCommerce applications for purchasing athletic fashion	Consumer Behaviour
13.	Investigating the elements South African consumers consider when purchasing clothing from local versus international retailers	Consumer Behaviour
14.	Value co-creation as a tool for innovation - the automotive industry	Relationship Marketing

15.	A conceptual model for improving employee satisfaction and turnover intention through internal marketing: a long-term insurance industry	Relationship Marketing
16.	The influence of the Consumer Protection Act on perceived unethical retail marketing practices and consumer-retailer relationship	Social Marketing
17.	Explaining acceptance and use of mobile banking apps among millennials in Gauteng, South Africa	Consumer Behaviour
18.	Building customer-based equity Facebook brand communities: The role of management and customer activities	Branding
19.	The role of branding in HIV/AIDS among Generation Y through consistent condom use	Social Marketing
20.	Antecedents of young adults' decision to quite binge drinking: Application of an integrated model of social marketing behaviour change theories	Social Marketing
21.	Factors influencing the trust and adoption of digital content on social media by SA millennial retail banking customers	Relationship Marketing
22.	Management of public sector innovation with service design	Services Marketing
23.	Consumer attitudes towards pro-environmental behavior: A case of green re-usable shopping bags	Social Marketing
24.	Generation Y's use of mobile applications when shopping online for apparel items	Consumer Behaviour
25.	Deconstructing the building of customer loyalty in the mobile prepaid market	Relationship Marketing
26.	The influence of Instagram on millennial female purchase intention within the South African luxury fashion industry	Consumer Behaviour
27.	Factors influencing choice and loyalty of branded condoms among generation Y	Social Marketing
28.	Internal marketing and the delivery of service quality and customer satisfaction in the Oman banking industry	Relationship Marketing
29.	A conceptual model for improving perceived customer value at convenience stores located at petrol station forecourts	Relationship Marketing
30.	Social media use in local government: A social network analysis	Contemporary Marketing
31.	Exploring consumer brand perception and preference in the South African domestic airline industry	Branding
32.	Online consumer decision-making: A model for emerging markets	Consumer Behaviour
33.	The impact of loyalty programmes on customer retention	Relationship Marketing
34.	Senior leaderships perception and understanding of the marketing role: a sales support or strategic function	Contemporary Marketing
35.	Probing integrated marketing communications and voter behaviour in a fragile economy	Social Marketing
36.	Adopting a service design approach in business organisations in the financial sector	Services Marketing