



**DEPARTMENT OF MARKETING MANAGEMENT**

***CURRENT MASTERS AND DOCTORAL TOPICS UNDER SUPERVISION***

1	Factors influencing Millennials' e-satisfaction and e-loyalty towards online food purchases
2	Social media marketing on Instagram: influences on female Millennials' purchase intentions
3	Customer experience, satisfaction and loyalty in the omni-channel retailing journey
4	The effectiveness of search marketing using smartphones: A Generation Z perspective
5	Brand authenticity and brand meaning: A perspective on LGBTQ1+ attendees during pride parades
6	Effects of Social Media Influencers on consumer purchase intentions of beauty products
7	Millennials' value perception and its impact on second hand luxury goods purchase intention
8	The influence of brand knowledge and brand relationships on current and future consumption of low and no alcohol beer
9	A conceptual framework for online consumer decision-making in an emerging market
10	An Integrated Framework for Solar Technology Adoption in Business to-Business Markets
11	The role of internal marketing on independent financial advisor turnover intention
12	Building customer-based brand equity through Facebook brand communities
13	The management of public sector innovation through service design
14	Adopting a service design approach in financial organisations
15	A customer engagement model for South African automotive dealerships: A service innovation perspective
16	A proposed model towards the impact of store atmospherics on BOP consumers' intention to purchase apparel
17	Multi-stakeholder service innovation in elderly care service Ecosystems
18	Determinants of customer omni-channel continued usage in the South African banking environment
19	Exploring the impact of social marketing messages on buyer intention amid a social media era
20	Consumer resistance to augmented reality in retailing: the roles of perceived risk and personal values
21	Deconstructing e-Loyalty In An Online Grocery Shopping Environment
22	Food delivery Applications: Customer satisfaction and continued usage
23	Investigating the factors influencing millennials' adoption intention of funeral insurance mobile applications

<b>24</b>	Digital native's customer brand engagement with SMEs: a social commerce perspective
<b>25</b>	The impact of social media influencer marketing on consumer purchase intentions
<b>26</b>	The relationship between the ethical application of the 7P's on customer satisfaction and loyalty
<b>27</b>	Consumer Attitude and Purchase Intention Towards Food Private Label Brands
<b>28</b>	A framework for overcoming resistance to the adoption of sharing economy apps. A focus on South African Rural Consumers

### Supervisors

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