



**TOP 30
CONSUMER
BEHAVIOR
LITERATURE
REVIEW TOPICS**



LIT REVIEW.NET

- 1 Customer attitude measurement methods
- 2 Is a brand good or bad, based on customer attitudes?
- 3 Offensive images: good or bad for publicity and recall?
- 4 What affects impulse buying?
- 5 Customer retention in the hotel business
- 6 Consumer behavior and credit cards
- 7 Consumer behaviors of those who choose not to get loans
- 8 Health care products and consumer behavior
- 9 The effectiveness of utility bills as advertising
- 10 Management of consumer relationships
- 11 Consumer understanding of statistics used in advertising
- 12 Gender and shopping: stereotypes vs reality
- 13 The links between addiction and compulsive shopping
- 14 County vs city dwellers: shopping tendencies
- 15 Online shopping and its effects on consumer
- 16 The consumer socialization process
- 17 How children relate to advertising
- 18 Factors influencing decisions to shop online vs in a brick and mortar store
- 19 Is customer satisfaction important and how can it be achieved?
- 20 The effect of different musical styles on the customer
- 21 What is the point of gendered products?
- 22 The process of idea embodiment in product development
- 23 Consumer culture in one country vs another
- 24 Subconscious impulses: helpful or not helpful?
- 25 Market manipulation: alternatives to advertising
- 26 Are celebrity endorsements effective or not?
- 27 How do you ascertain customer's needs to create an effective product?
- 28 Why do people believe in and associate themselves with popular brands?
- 29 Sexual orientation and shopping choices: is there any influence?
- 30 More effective marketing in untapped markets