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**Topic: Exploring Apple's Achievement in Customer Satisfaction – How can Experiential Marketing develop successful Brand Loyalty?**

Rationale of the study – The literature review develops an understanding of Apple's brand loyalty and customer satisfaction with insights to brand identity and theories to their success. The analysis of study considers four factors: brand identity, brand reputation, brand personality and loyalty. The literature review examines a mixed-method approach to experiential marketing through strong brand loyalty by connecting with their customers. How can Apple improve their brand loyalty using a mixed-method approach to improve relationships with their customers?

**Key Source(s):**

Machado, R., Cant, M.C. and Seaborne, H., 2014. Experiential marketing on brand advocacy: A mixed-method approach on global apple product users. *International Business & Economics Research Journal (IBER)*, 13(5), pp.955-962.

Pinson, C. and Brosdahl, D.J., 2014. The Church of Mac: Exploratory examination on the loyalty of Apple customers. *Journal of Management & Marketing Research*, 14(1), pp.1-15.

**Topic: Green Consumer Behaviour perspective on Car Manufacturing – How can the Car Manufacturing Industry develop Sustainable Consumption for the Future?**

Rationale of the study – The literature review analyses how it is possible to create an energy efficient culture while considering cost, quality, flexibility and time to work towards sustainable products. The study examines how Toyota and Ford has moved forward producing environmentally friendly cars. Using this research, it is possible to take systemic approaches for more attractive design, implementation, and analysis of procedures pushing modern technology further. Combining this with the right marketing strategy will bring better buying decisions of green consumers, behavioural habits and experiences, as well as environmental benefits. Suggest how car manufacturer's can create sustainable green products that attract customers enough to invest for the long term.

**Key Source(s):**

Ginsberg, J.M. and Bloom, P.N., 2004. Choosing the right green marketing strategy. *MIT Sloan management review*, 46(1), pp.79-84.

Nunes, B. and Bennett, D., 2010. Green operations initiatives in the automotive industry: An environmental reports analysis and benchmarking study. *Benchmarking: An International Journal*, 17(3), pp.396-420.

Young, W., Hwang, K., McDonald, S. and Oates, C.J., 2010. Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable development*, 18(1), pp.20-31.

**Topic: Investigating Local Businesses Marketing Management Processes – How can SMEs in Europe discover a Competitive Advantage using Marketing Strategies?**

Rationale of the study – The literature review studies the marketing management capabilities of SMEs regarding traditional food products. The study observes small businesses in terms of product quality, process and organisational innovation, measuring their competitive strategies. Their weaknesses are summarised in planning, implementation and also in control and evaluation phases. Collect data in a self-evaluation tool to find unique advantages and weaknesses in existing local businesses to improve their chances of success.

**Key Source(s):**

Banterle, A., Carraresi, L. and Stranieri, S., 2010. Small business marketing capability in the food sector: the cases of Belgium, Hungary and Italy. *International Journal on Food System Dynamics*, 1(1012-2016-81102), pp.94-102.

Banterle, A., Cavaliere, A., Carraresi, L. and Stranieri, S., 2011. Innovativeness in food small business: What is its relationship with marketing?. *Agricultural Economics*, 57(10), pp.474-483.

Harris, L.C. and Ogbonna, E., 2001. Competitive advantage in the UK food retailing sector: past, present and future. *Journal of Retailing and Consumer Services*, 8(3), pp.157-173.

**Topic: Market Entry Strategies for the m-Healthcare Market – How can Mobile Healthcare improve reach across the European Ecosystem?**

Rationale of the study – The literature review analyses m-Healthcare development for successful businesses, products and services. Create an empirical study by constructing research questions to evaluate why investment in the m-Healthcare market will be valued in the modern world by analysing what their market emerging strategies and business models were and the problems they overcame and apply that to the European Ecosystem.

**Key Source(s):**

Castaño Labajo, V. and Xiao, J., 2015. Market entry, strategy and business development in mobile health (mHealth) industry.

Schlachter, C. and Riedl, R., 2004. *New business models for E-healthcare and the role of trust* (Doctoral dissertation, Verlag nicht ermittelbar).

**Topic: Analysing the Motivations of Video Game Learning – What Business Model and Marketing Strategy is effective for Learning Development and Motivation?**

Rationale of the study – The literature review explores business models analysing motivational engagement for children’s video games. The study questions if game-based learning can effectively teach young students using three studies. Which business model and ideal marketing strategy should be recommended for young consumers to learn effectively with adequate motivational incentives?

**Key Source(s):**

Calvert, S.L., 2008. Children as consumers: Advertising and marketing. *The future of children*, pp.205-234.

Davidovici-Nora, M., 2014. Paid and free digital business models innovations in the video game industry. *Digiworld Economic Journal*, (94), p.83.

Hoffman, B. and Nadelson, L., 2010. Motivational engagement and video gaming: A mixed methods study. *Educational Technology Research and Development*, 58(3), pp.245-270.

Blunt, R., 2007, November. Does game-based learning work? Results from three recent studies. In *Proceedings of the Interservice/Industry Training, Simulation, & Education Conference* (pp. 945-955). Orlando^ eFL FL: National Defense Industrial Association.