



<b>Abstract</b> .....	<b>1</b>
<b>Acknowledgement</b> .....	<b>3</b>
<b>Introduction</b> .....	<b>5</b>
<b>1.1 Problem Description</b> .....	<b>5</b>
<b>1.2 Research Questions</b> .....	<b>7</b>
<b>1.3 Research Methodology</b> .....	<b>8</b>
<b>1.4 Research Objective and Study Contributors</b> .....	<b>9</b>
<b>1.5 Paper outline (structure)</b> .....	<b>9</b>
<b>Chapter II</b> .....	<b>10</b>
<b>Theoretical Framework</b> .....	<b>10</b>
<b>2.1 Introduction</b> .....	<b>10</b>
<b>2.2 Definition of Customer Engagement and Customer Engagement Behavior</b> .....	<b>11</b>
<b>2.3 Definition of Satisfaction and Loyalty</b> .....	<b>12</b>
2.3.1. Relationships between Customer Engagement and Loyalty .....	12
<b>2.4 Influence of internet and mobile device usage on consumers' decision making</b> .....	<b>12</b>
2.4.1 The use of Internet .....	12
2.4.2 Mobile device usage .....	13
2.4.3 The importance of social media usage as a marketing strategy .....	13
2.4.4 Social Network Marketing .....	14
2.4.5 Influence of consumer reviews on attitudes and purchasing intentions .....	14
<b>2.5 Marketing activities</b> .....	<b>14</b>
2.5.1 Advertisement .....	14
2.5.2 Brand, Branding, and Brand management.....	15
2.5.3 Sales promotions (deals) .....	15
<b>Chapter III</b> .....	<b>16</b>
<b>Theoretical Application</b> .....	<b>16</b>
<b>3.1 Application of Persona and Organisata</b> .....	<b>16</b>
<b>3.2 Application of Marketing Cards</b> .....	<b>17</b>
<b>3.3 Application of Marketing Mix</b> .....	<b>20</b>
<b>Chapter IV</b> .....	<b>23</b>
<b>Result</b> .....	<b>23</b>
<b>Chapter V</b> .....	<b>26</b>
<b>Conclusion and Policy</b> .....	<b>26</b>
<b>5.1 Conclusion</b> .....	<b>26</b>
<b>5.2 Policy</b> .....	<b>27</b>
<b>References</b> .....	<b>28</b>