

Bachelorseminar Marketing & Vertrieb SoSe 2019

Themen und Auswahlprozess

Institut für Informationswirtschaft und Marketing (IISM)
Forschungsgruppe Marketing & Vertrieb



Zielgruppe und Bewerbungsprozess

- Zielgruppe:
 - Interessenten an einer Bachelorarbeit im Marketing
 - Die Teilnahme vor dem Schreiben der Bachelorarbeit wird dringend empfohlen

- Anzahl Plätze:
 - Es stehen 12 Seminarplätze zur Verfügung
 - Platzbeschränkung macht Bewerbungsprozess nötig

- Die Bewerbung für das Seminar erfolgt über die Plattform <https://portal.wiwi.kit.edu>

- Auswahlmechanismus:
 - Modifiziertes Bestenprinzip, d.h. die leistungsstärksten Bewerber werden – unter Berücksichtigung von Studienplanung u. Schwerpunktsetzung – zuerst berücksichtigt.

- Fragen zum Bewerbungsprozess bitte an sven.feurer@kit.edu

Termine

- Themen online: ab 11. Januar 2019
- Bewerbungsfrist: bis zum 18. Januar 2019, 16:00 Uhr
- Bekanntgabe der ersten Zusagen: 21. Januar 2019
- Frist zur Annahme zugesagter Plätze: bis zum 25. Januar 2019, 23:59 Uhr
- Vorbesprechung (Anwesenheitspflicht!): 12. Feb. 2019, 16:00-17:30 Uhr, 20.21, 115
- Bearbeitungsstart: 12. Februar 2019
- Abgabe der Seminararbeit: 6. Juni 2019, 12:00 Uhr
- Präsentation (Anwesenheitspflicht!):
27. Juni 2019, 10:15-17:00 Uhr, 20.21, 115
28. Juni 2019, 10:15-17:00 Uhr, 20.21, 115

(Grobe) Form der Seminararbeit (1/2)

■ Zielsetzung:

Im Rahmen des Seminars sollen die Teilnehmer lernen, mit wissenschaftlichen Arbeiten im Marketing umzugehen. Konkret besteht ihre Aufgabe darin, sich mit einer aktuellen Forschungsarbeit intensiv vertraut zu machen und die zitierte Literatur zu beschaffen und zu lesen. Zudem sollen sie die empirischen und statistischen Verfahren nachvollziehen und die Ergebnisse sicher interpretieren. Abschließend sollen die Teilnehmer die betrachtete Studie in Beziehung setzen zu aus dem Studium bekannten Inhalten und den Beitrag der analysierten Studie kritisch würdigen.

■ Umfang:

Schriftliche Arbeit: nicht mehr als 15 Seiten

Präsentation im Seminar: 15 Minuten + 10 Minuten Diskussion

(Grobe) Form der Seminararbeit (2/2)

■ **Bewertung der Leistung:**

60% Seminararbeit

30% Präsentation

10% Beteiligung am Seminar

■ **Konkretisierung:**

Genauere Hinweise zur konkreten Ausgestaltung werden in der Vorbesprechung am 12. Februar 2019 gegeben.

Zu den Themen

- Gemäß der vorgestellten Zielsetzung (Folie 4), beziehen sich die einzelnen Themen des Seminars auf aktuelle Forschungsarbeiten im Marketing
- Eine Liste der aktuellen Themen finden Sie auf den Folien 7 bis 12.
- Die Präferenzen können im Seminarmodul angegeben werden. Die Zuteilung der Themen erfolgt nach einem modifizierten Bestenprinzip, d.h. der beste Bewerber bekommt zuerst seinen Erstwunsch erfüllt, dann der zweitbeste Bewerber usw.
- Themen werden nicht doppelt vergeben, d.h. es kann einem Teilnehmer auch ein Thema zugeteilt werden, das er oder sie nicht explizit als Themenwunsch genannt hat
- Eigene Themenvorschläge durch Studierende sind nicht möglich

Themenliste (1/6)

1. Otterbring, Tobias, Ringler, Christine, Sirianni, Nancy, and Gustafsson, Anders (2018), **The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers' Status-Signaling Consumption**, *Journal of Marketing Research*, 55, 1, 69-79.



Consumer lay theory suggests that women will spend more money than men in the presence of a physically dominant male employee, whereas theories of intrasexual competition from evolutionary psychology predict the opposite outcome. A retail field study demonstrates that male customers spend more money and purchase more expensive products than their female counterparts in the presence (vs. absence) of a physically dominant male employee. This effect has a more powerful impact on male customers who lack bodily markers of dominance (shorter stature or measures linked to lower levels of testosterone). When confronted with other physically dominant (vs. nondominant) men, these male customers are particularly prone to signal status through price or logo size. Their elevated feelings of intrasexual (male-to-male) competitiveness drive them to spend more money on status-signaling, but not functional, products and to prefer and draw larger brand logos. Because pictorial exposure is sufficient for the effect to occur, these findings are not limited to in-store interactions with dominant male employees but have broad implications for marketing and advertising.

2. Sheehan, D., Van Ittersum, Koert, **In-Store Spending Dynamics: How Budgets Invert Relative-Spending Patterns**, *Journal of Consumer Research*, 45, 1, 49-67.



The authors conduct four controlled lab experiments and one field study in a brick-and-mortar grocery store to demonstrate that relative spending—the price of the purchased item relative to the mean price of the product category—evolves nonlinearly and distinctly for budget and nonbudget shoppers. While the relative spending of budget shoppers evolves in a concave manner, the relative spending of nonbudget shoppers evolves inversely in a convex manner. Thus, budget (nonbudget) shoppers spend relatively more (less) in the middle than at the beginning and toward the end of their shopping trip. Mediation analyses confirm that the pain of paying experienced while shopping drives price salience, which then drives relative spending. Moreover, manipulating shoppers' pain of paying, by altering the opportunity costs associated with their spending or drawing shoppers' attention to their spending via real-time spending feedback, is shown to influence these spending patterns. The research offers theoretical contributions to the in-store decision-making, budgeting, and pain-of-paying literature and has important implications for marketing and promotion strategies in retail and mobile technology environments, as it suggests when a shopper may be more sensitive to price-related factors.

Themenliste (2/6)

3. Liu, Angela Xia, Steenkamp, Jan-Benedict E.M., and Zhang, Jurui (2018), **Agglomeration as a Driver of the Volume of Electronic Word of Mouth in the Restaurant Industry**, 55(4), 507-523.



While previous research has investigated various drivers of electronic word of mouth (eWOM), the firm's offline competitive environment has not been considered. The authors explore this new horizon and examine the different effects of firms' geographic concentration, or agglomeration, on the volume of eWOM received. They distinguish three types of agglomeration—density agglomeration (number of firms in the industry in an area), product agglomeration (overlap in product types offered by the firms in the area), and temporal agglomeration (overlap in moment of consumption). The authors develop hypotheses pertaining to the main effects of the three agglomeration types on eWOM volume, which take the form of an inverted U-shape, and the moderating effect of vertical quality differentiation. The authors test the hypotheses on the volume of eWOM generated per month on Yelp for restaurants in Phoenix, generated by 23,526 users for 2,885 restaurants over an eight-year period. The empirical results broadly support the hypotheses.

4. Aguirre, Elizabeth, Mahr, Dominik, de Ruyter, Ko, Grewal, Dhruv, Pelser, Jan, and Wetzels, Martin (2018), **The Effect of Review Writing on Learning Engagement in Channel Partner Relationship Management**, *Journal of Marketing*, 82, 2, 64-84.



To develop the knowledge and skill sets of channel partner firms, manufacturers increasingly introduce learning programs as part of their relationship management strategies. However, the engagement of channel partners in these programs tends to be low. The current research, conducted in collaboration with a *Fortune* 100 information technology company, examines ways to strengthen learning engagement. In accordance with self-regulated learning theory, the authors propose and demonstrate that when channel partners write reviews of a learning module that they attended, beyond providing ratings, they are better able to reflect on the relevance of their learning experience and are further engaged in learning activities. The audience and focus of these written reviews determine the engagement of the channel partner sales personnel; therefore, review writing is a valuable, informal mechanism to motivate them. These effects are moderated by characteristics of both the channel partner (salesperson's learning orientation and identification with the manufacturer) and the relationship with the manufacturer (length and exclusivity).

Themenliste (3/6)

5. Wang, Yang and Chaudhry, Alexander (2018) When and How Managers' Responses to Online Reviews Affect Subsequent Reviews, *Journal of Marketing Research*, 55, 2, 163-177.



In this study, the authors investigate the externalities of managers' responses (MRs) to online reviews on popular travel websites. Specifically, the authors examine the effect of publicly responding to hotel guests' reviews on subsequent reviewer ratings. The authors find that manager responses to negative reviews (MR-N) can significantly influence subsequent opinion in a positive way if those responses are observable at the time of reviewing. Notably, the findings show this externality to be negative for manager responses to positive reviews (MR-P). The authors conduct a topic analysis on review texts and corresponding MRs to study the moderating role of response tailoring on the opinion externalities of MR. The authors show that tailored MR amplifies the positive (negative) impact of MR-N (MR-P) on subsequent opinion. Intuitively, tailoring an MR-N adds specificity to the hotel's complaint management strategy, bolstering the positive effects of MR-N on subsequent opinion. However, by highlighting specific positive elements of a review, managers' intent for responding is brought into question as they take advantage of reviewers' positive feedback to promote their hotel.

6. Allen, B. J., Chandrasekaran, Deepa, and Basuroy, Suman (2017), Design Crowdsourcing: The Impact on New Product Performance of Sourcing Design Solutions from the "Crowd", *Journal of Marketing Research*, 82, 2, 106-123.



The authors examine an increasingly popular open innovation practice, "design crowdsourcing," wherein firms seek external inputs in the form of functional design solutions for new product development from the "crowd." They investigate conditions under which managers crowdsource design and determine whether such decisions subsequently boost product sales. The empirical analysis is guided by qualitative insights gathered from executive interviews. The authors use a novel data set from a pioneering crowdsourcing firm and find that three concept design characteristics—perceived usability, reliability, and technical complexity—are associated with the decision to crowdsource design. They use an instrumental variable method accounting for the endogenous nature of crowdsourcing decisions to understand when such a decision affects downstream sales. The authors find that design crowdsourcing is positively related to unit sales and that this effect is moderated by the idea quality of the initial product concept. Using a change-score analysis of consumer ratings, they find that design crowdsourcing enhances perceived reliability and usability. They discuss the strategic implications of involving the crowd, beyond ideation, in helping transform ideas into effective products.

Themenliste (4/6)

7. **Atasoy, Ozgun and Morewedge, Carey K. (2018), Digital Goods Are Valued Less Than Physical Goods, Journal of Consumer Research, 44, 6, 1343-1357.**



Digital goods are, in many cases, substantive innovations relative to their physical counterparts. Yet, in five experiments, people ascribed less value to digital than to physical versions of the same good. Research participants paid more for, were willing to pay more for, and were more likely to purchase physical goods than equivalent digital goods, including souvenir photographs, books (fiction and nonfiction), and films. Participants valued physical goods more than digital goods whether their value was elicited in an incentive compatible pay-what-you-want paradigm, with willingness to pay, or with purchase intention. Greater capacity for physical than digital goods to garner an association with the self (i.e., psychological ownership) underlies the greater value ascribed to physical goods. Differences in psychological ownership for physical and digital goods mediated the difference in their value. Experimentally manipulating antecedents and consequents of psychological ownership (i.e., expected ownership, identity relevance, perceived control) bounded this effect, and moderated the mediating role of psychological ownership. The findings show how features of objects influence their capacity to garner psychological ownership before they are acquired, and provide theoretical and practical insights for the marketing, psychology, and economics of digital and physical goods.

8. **Bommaraju, Raghu and Hohenberg, Sebastian (2018), Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms, Journal of Marketing, 82, 5, 106-124.**



Drawing on goal-setting theory, this study develops a new self-selected incentive scheme. Within this scheme, a sales employee chooses an individualized goal–reward level combination from a menu the firm proposes given the employee's past performance. To test the effects of the self-selected incentive scheme, the authors conducted two field experiments at two *Fortune* 500 companies. Results of both experiments show that, compared with two equivalent quota systems, sales employees' performance increased substantially under the self-selected incentive scheme. In addition, findings reveal that the performance increase induced by this scheme is substantially greater for sales employees with a high variation in past performance and for employees with a low past-performance level. Moreover, the authors find that the effects of the self-selected incentive scheme not only are durable when offered again but also persist after the scheme is discontinued. Through two additional online experiments, the authors extend the findings of the field studies, isolate the self-selected incentive scheme's three underlying mechanisms, and examine each mechanism's relative strength.

Themenliste (5/6)

9. **Bowen, Ruan, Hsee, Christopher K., and Lu, Zoe Y. (2018), The Teasing Effect: An Underappreciated Benefit of Creating and Resolving an Uncertainty, Journal of Marketing Research, 55, 4, 556-570.**



Seven studies covering diverse contexts show an underappreciated benefit of teasing in information acquisition: first creating and then resolving an uncertainty can generate a net positive experience, yet laypeople do not seek out this process. For example, trivia readers report better hedonic experiences if they are first teased with some missing information and then given that information than if they receive all the information at the same time; however, when given a choice, readers prefer to receive all information at the same time. The authors further show that teasing is hedonically beneficial because uncertainty engenders curiosity and thereby builds a potential for a positive experience, whereas uncertainty resolution satisfies the curiosity and thereby realizes that potential. This research yields practical implications by demonstrating that imbuing an ad with an uncertainty creation-resolution process improves the viewer's attitude toward and increases the viewer's willingness to try the advertised product.

10. **De Haan, Evert, Kannan, P.K., Verhoef, P.C., and Wiesen, Thorsten (2018), Device Switching in Online Purchasing: Examining the Strategic Contingencies, Journal of Marketing, 82, 5, 1-19.**



The increased penetration of mobile devices has a significant impact on customers' online shopping behavior, with customers frequently switching between mobile and fixed devices on the path to purchase. By accounting for the attributes of the devices and the perceived risks related to each product category, the authors develop hypotheses regarding the relationship between device switching and conversion rates. They test the hypotheses by analyzing clickstream data from a large online retailer and apply propensity score matching to account for self-selection in device switching. They find that when customers switch from a more mobile device, such as a smartphone, to a less mobile device, such as a desktop, their conversion rate is significantly higher. This effect is larger when product category-related perceived risk is higher, when the product price is higher, and when the customer's experience with the product category and the online retailer is lower. The findings illustrate the importance of focusing on conversions across the combination of devices used by customers on their path to purchase. Focusing on the conversions on a single device in isolation, as is usually done in practice, significantly overestimates conversions attributed to fixed devices at the expense of those attributed to mobile devices.

Themenliste (6/6)

11. Grewal, Dhruv, Ahlbom, Carl-Philip, Beitelspacher, Lauren, Noble, Stephanie M., and Nordfält, J. (2018), **In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field**, *Journal of Marketing*, 82, 4, 102-126.



This research examines consumers' general in-store mobile phone use and shopping behavior. Anecdotal evidence has suggested that mobile phone use decreases point-of-purchase sales, but the results of the current study indicate instead that it can increase purchases overall. Using eye-tracking technology in both a field study and a field experiment, matched with sales receipts and survey responses, the authors show that mobile phone use (vs. nonuse) and actual mobile phone use patterns both lead to increased purchases, because consumers divert from their conventional shopping loop, spend more time in the store, and spend more time examining products and prices on shelves. Building on attention capacity theories, this study proposes and demonstrates that the underlying mechanism for these effects is distraction. This article also provides some insights into boundary conditions of the mobile phone use effect.

12. Hollenbeck, Brett (2018), **Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation**, *Journal of Marketing Research*, 55, 5, 636-654.



This article investigates the value of business format franchising and how it is changing in response to a large increase in consumer information provided by online reputation mechanisms. Theory has suggested that much of the value of chain affiliation to firms comes from the ability of chain partners to use the same name, imagery, logo, and marketing to create a common brand reputation and signal specific qualities in settings with asymmetric information between buyers and sellers. As more information becomes available, consumers should rely less on branding for quality signals, and firms' ability to extend reputations across heterogeneous outlets should decrease. To examine this empirically, the author combines a large panel of hotel revenues with millions of online reviews from multiple platforms. Chain-affiliated hotels earn substantially higher revenues than equivalent independent hotels, but this premium has declined by over 50% from 2000 to 2015. This can be largely attributed to an increase in online reputation mechanisms, and this effect is largest for low-quality and small-market firms. Measures of the information content of online reviews show that as information has increased, independent hotel revenue has grown substantially more than chain hotel revenue. This result should be viewed as descriptive, with attempts to come to near causality including the use of machine learning to derive latent dimensions of firm quality from the text of online reviews. Finally, the correlation between firm revenue and chain-wide reputation is decreasing, whereas the correlation with individual hotel reputation is increasing.