

Bachelorseminar in Marketing & Innovation (WS 18/19) „Changing Consumer Behavior in an Age of Disruption“

Dr. Sven Feuer | Themen und Auswahlprozess

Institute of Information Systems and Marketing (IISM)
Marketing & Sales Research Group



Zielgruppe und Bewerbungsprozess

- Zielgruppe:
 - Studierende, die sich für Kundenverhalten im Zeitalter disruptiver (d.h., autonomer, intelligenter und digitaler) Technologien interessieren, insbesondere
 - Interessenten an einer Bachelorarbeit im Marketing (die Teilnahme vor dem Schreiben der Bachelorarbeit wird dringend empfohlen).
- Anzahl Plätze:
 - Es stehen 10 Seminarplätze zur Verfügung
 - Die Platzbeschränkung macht Bewerbungsprozess nötig
- Die Bewerbung für das Seminar erfolgt über die Plattform zur Seminarverwaltung der Fakultät für Wirtschaftswissenschaften: <https://portal.wiwi.kit.edu/ys/2154>
- Auswahlmechanismus: Modifiziertes Bestenprinzip, d.h. die leistungsstärksten Bewerber werden – unter Berücksichtigung von Studienplanung und Schwerpunktsetzung – zuerst berücksichtigt.
- Fragen zum Bewerbungsprozess bitte an sven.feurer@kit.edu

Termine

- Themen online: ab dem 19. Juni 2018
- Bewerbungsfrist: bis zum 29. Juni 2018, 12:00 Uhr
- Bekanntgabe der ersten Zusagen: 2. Juli 2018
- Frist zur Annahme zugesagter Plätze: bis zum 6. Juli 2018
- Einführung in das wissenschaftliche Arbeiten: 17. Juli 2018, 15:45 – 17:15 Uhr,
(Anwesenheitspflicht!) in Gebäude 20.21, Raum 115
- Bearbeitungsstart: 17. Juli 2018
- Abgabe der Seminararbeit: 22. November 2018, 12:00 Uhr
- Präsentation der Seminararbeit: 5. Dezember 2018, 9:00 – 17:00
(Anwesenheitspflicht!)

(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 17. Juli 2018 gegeben.

Zu den Themen

- **Gemäß der vorgestellten Zielsetzung (Folie 4), beziehen sich die einzelnen Themen des Seminars auf einflussreiche Forschungsarbeiten im Marketing, insb. in Bezug auf die kundenseitige Wahrnehmung von Innovationen.**
- Eine Liste der aktuellen Themen finden Sie auf den Folien 7 bis 16.
- 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.

Thema 1

Barasch, Alixandra, Gal Zauberan, and Kristin Diehl (2018), "How the intention to share can undermine enjoyment: Photo-taking goals and evaluation of experiences," *Journal of Consumer Research*, 44 (6), 1220–37.



People often share their experiences with others who were not originally present, which provides them with both personal and interpersonal benefits. However, most prior work on this form of sharing has examined the decision to share one's experience only after the experience is over. We investigate a distinct, unexplored aspect of the sharing process: when the decision to share is already salient during an experience and hence can impact the experience itself. We examine this research question within the context of photo-taking, an increasingly ubiquitous and integral part of people's experiences. Across two field and three laboratory studies, we find that relative to taking pictures for oneself (e.g., to preserve one's memories), taking pictures with the intention to share them with others (e.g., to post on social media) reduces enjoyment of experiences. This effect occurs because taking photos with the intention to share increases self-presentational concern during the experience, which can reduce enjoyment directly, as well as indirectly by lowering engagement with the experience. We identify several factors that moderate the effect of photo-taking goals on enjoyment, such as individual differences in the extent to which individuals care about how others perceive them and the closeness of the intended audience.

Thema 2

Bhattacharjee, Amit and Cassie Mogilner (2014), “Happiness from Ordinary and Extraordinary Experiences,” *Journal of Consumer Research*, 41 (1), 1–17.



Prior research indicates that experiences bring greater happiness than material possessions, but which experiences result in the greatest happiness? The current investigation is one of the first to categorize types of experiences and highlights one important distinction: the extent to which an experience is ordinary (common and frequent) versus extraordinary (uncommon and infrequent). Eight studies examine the experiences individuals recall, plan, imagine, and post on Facebook finding that the happiness enjoyed from ordinary and extraordinary experiences depends on age. Younger people, who view their future as extensive, gain more happiness from extraordinary experiences; however, ordinary experiences become increasingly associated with happiness as people get older, such that they produce as much happiness as extraordinary experiences when individuals have limited time remaining. Self-definition drives these effects: although extraordinary experiences are self-defining throughout one's life span, as people get older they increasingly define themselves by the ordinary experiences that comprise their daily lives.

Thema 3

Faraji-Rad, Ali, Shiri Melumad, and Gita Venkataramani Johar (2017), "Consumer desire for control as a barrier to new product adoption," *Journal of Consumer Psychology*, 27 (3), 347–54.



This research examines the relationship between desire for control and acceptance of new products. We hypothesize that desire for control—the need to personally control outcomes in one's life—acts as a barrier to new product acceptance. Three experiments provide support for this hypothesis. This effect holds when desire for control is high as a dispositional trait (Studies 1 and 3) and when it is situationally induced (Study 2). We also identify an intervention to increase new product acceptance based on the idea that new products threaten one's sense of control. Specifically, framing new products as potentially enhancing one's sense of control increases acceptance of new products by those high in desire for control (Study 3). This finding offers some evidence for the underlying process and helps guide managerial actions.

Thema 4

Giebelhausen, Michael, Stacey G. Robinson, Nancy J. Sirianni, and Michael K. Brady (2014), "Touch Versus Tech: When Technology Functions as a Barrier or a Benefit to Service Encounters," *Journal of Marketing*, 78 (4), 113–24.



Interpersonal exchanges between customers and frontline service employees increasingly involve the use of technology, such as point-of-sale terminals, tablets, and kiosks. The present research draws on role and script theories to demonstrate that customer reactions to technology-infused service exchanges depend on the presence of employee rapport. When rapport is present during the exchange, the use of technology functions as an interpersonal barrier preventing the customer from responding in kind to employee rapport-building efforts, thereby decreasing service encounter evaluations. However, during service encounters in which employees are not engaging in rapport building, technology functions as an interpersonal barrier, enabling customers to retreat from the relatively unpleasant service interaction, thereby increasing service encounter evaluations. Two analyses using J.D. Power Guest Satisfaction Index data support the barrier and beneficial effects of technology use during service encounters with and without rapport, respectively. A follow-up experiment replicates this data pattern and identifies psychological discomfort as a key process that governs the effect. For managers, the results demonstrate the inherent incompatibility of initiatives designed to encourage employee–customer rapport with those that introduce technology into frontline service exchanges.

Thema 5

Rijsdijk A. Serge and Erik Jan Hultink (2009), “How Today’s Consumers Perceive Tomorrow’s Smart Products,” *Journal of Product Innovation Management*, 26 (1), 24–42.



This paper investigates consumer responses to new smart products. Due to the application of information technology, smart products are able to collect, process, and produce information and can be described as “thinking” for themselves. In this study, 184 consumers respond to smart products that are characterized by two different combinations of smartness dimensions. One group of products shows the smartness dimensions of autonomy, adaptability, and reactivity. Another group of smart products are multifunctional and able to cooperate with other products. Consumer responses to these smart products are measured in terms of the innovation attributes of relative advantage, compatibility, observability, complexity, and perceived risk. The study shows that products with higher levels of smartness are perceived to have both advantages and disadvantages. Higher levels of product smartness are mainly associated with higher levels of observability and perceived risk. The effects of product smartness on relative advantage, compatibility, and complexity vary across product smartness dimensions and across product categories. For example, higher levels of product autonomy are perceived as increasingly advantageous whereas a high level of multifunctionality is perceived disadvantageous. The paper discusses the advantages and pitfalls for each of the five product smartness dimensions and their implications for new product development and concludes with a discussion of the limitations of the study and suggestions for further research.

Thema 6

Kim, Sara, Rocky Peng Chen, and Ke Zhang (2016), “Anthropomorphized helpers undermine autonomy and enjoyment in computer games,” *Journal of Consumer Research*, 43 (2), 282–302.



Although digital assistants with humanlike features have become prevalent in computer games, few marketing studies have demonstrated the psychological mechanisms underlying consumers’ reactions to digital assistants and their subsequent influence on consumers’ game enjoyment. To fill this gap, the current study examined the effect of anthropomorphic representations of computerized helpers in computer games on game enjoyment. In the current research, consumers enjoyed a computer game less when they received assistance from a computerized helper imbued with humanlike features than from a helper construed as a mindless entity. We offer a novel mechanism that the presence of an anthropomorphized helper can undermine individuals’ perceived autonomy during a computer game. Across six experiments, we show that the presence of an anthropomorphized helper reduced game enjoyment across three different games. By measuring participants’ perceived autonomy (study 1) and employing moderators such as importance of autonomy (studies 2, 3, and 4), we also provide evidence that the reduced feeling of autonomy serves as the mechanism underlying the backfiring effect. Finally, we demonstrate that the effect of anthropomorphism on game enjoyment can be extended to other game-related outcomes, such as individuals’ motivation to persist in the game (studies 4 and 5).

Thema 7

Loveland, Katherine E., Dirk Smeesters, and Naomi Mandel (2010), “Still Preoccupied with 1995: The Need to Belong and Preference for Nostalgic Products,” *Journal of Consumer Research*, 37 (3), 393–408.



This research examines the conditions under which consumers experience an increased preference for nostalgic products, such as previously popular movies, television programs, foods, or automobiles. Specifically, participants for whom the need to belong is an active goal experience a significantly stronger preference for nostalgic products than do participants for whom this is not an active goal. This preference holds both when the need to belong is activated in an ego-threatening manner, such as after being socially ostracized, and when it is activated in a non-ego-threatening manner, such as when the interdependent self is primed. Furthermore, the consumption of nostalgic products, rather than the exposure to or the mere selection of nostalgic products, successfully satiates the need to belong.

Thema 8

Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom, and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing*, 69 (2), 61–83.



Electronic commerce is an increasingly popular business model with a wide range of tools available to firms. An application that is becoming more common is the use of self-service technologies (SSTs), such as telephone banking, automated hotel checkout, and online investment trading, whereby customers produce services for themselves without assistance from firm employees. Widespread introduction of SSTs is apparent across industries, yet relatively little is known about why customers decide to try SSTs and why some SSTs are more widely accepted than others. In this research, the authors explore key factors that influence the initial SST trial decision, specifically focusing on actual behavior in situations in which the consumer has a choice among delivery modes. The authors show that the consumer readiness variables of role clarity, motivation, and ability are key mediators between established adoption constructs (innovation characteristics and individual differences) and the likelihood of trial.

Thema 9

Mogilner, Cassie and Jennifer Aaker (2009), “The Time vs. Money Effect’: Shifting Product Attitudes and Decisions through Personal Connection,” *Journal of Consumer Research*, 36 (2), 277–91.



The results of five field and laboratory experiments reveal a “time versus money effect” whereby activating time (vs. money) leads to a favorable shift in product attitudes and decisions. Because time increases focus on product experience, activating time (vs. money) augments one’s personal connection with the product, thereby boosting attitudes and decisions. However, because money increases the focus on product possession, the reverse effect can occur in cases where merely owning the product reflects the self (i.e., for prestige possessions or for highly materialistic consumers). The time versus money effect proves robust across implicit and explicit methods of construct activation.

Thema 10

Nicolao, Leonardo, Julie R. Irwin, and Joseph K. Goodman (2009), “Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?,” *Journal of Consumer Research*, 36 (2), 188–98.



Previous theories have suggested that consumers will be happier if they spend their money on experiences such as travel as opposed to material possessions such as automobiles. We test this experience recommendation and show that it may be misleading in its general form. Valence of the outcome significantly moderates differences in respondents' reported retrospective happiness with material versus experiential purchases. For purchases that turned out positively, experiential purchases lead to more happiness than do material purchases, as the experience recommendation suggests. However, for purchases that turned out negatively, experiences have no benefit over (and, for some types of consumers, induce significantly less happiness than) material possessions. We provide evidence that this purchase type by valence interaction is driven by the fact that consumers adapt more slowly to experiential purchases than to material purchases, leading to both greater happiness and greater unhappiness for experiential purchases.