

Master Theses Summer Term 2020

Application sheet (submission not later than 7th December // please send the application sheet to jan.wiezorrek@uni-bremen.de):

Topic 1:

The value of privacy from a consumer's perspective - An empirical analysis

Der Wert von Privatsphäre aus Konsumentensicht – Eine empirische Analyse

Data is considered to be a prime advantage in the digital economy. Technology firms, such as Amazon, Facebook, and Google collect more than one billion discrete data points from their users per month. Consumer data can be used to improve targeting and personalization of advertising activities or to customize a firm's offerings. In addition, firms can sell data to so-called information brokers. Consumers react to these ubiquitous data collection practices with increased privacy concerns. As consequence, consumers expect higher compensation in exchange for their privacy. Furthermore, the value consumers place on their privacy seems to be highly context dependent. Most existent literature looks at unidimensional valuation decisions for a single piece of information. However, information disclosure decisions are more complex and it is not clear what factors influence consumers' privacy valuation and how they might change in different situations. For example, how does a consumer's privacy valuation change for the different stages of the customer journey. Relying on an experimental research design, such and similar questions may be of great interest in the course of this empirical thesis.

- Ferrell, O. C. (2017). Broadening marketing's contribution to data privacy. *Journal of the Academy of Marketing Science*, 45(2), 160-163.
- Kokolakis, S. (2017). Privacy attitudes and privacy behaviour: A review of current research on the privacy paradox phenomenon. *Computers & security*, 64, 122-134.
- Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. *Journal of the Academy of Marketing Science*, 45(2), 135-155.

Topic 2:

How to advertise on Podcasts? – An empirical analysis

Wie sollte Werbung in Podcasts eingebunden werden? – Eine empirische Analyse

Podcasts have been seen as a niche market for a long time. However, Podcasts are rapidly growing in importance with more and more users listening to them. Some analysts expect podcasting revenue to grow from about \$314 million for 2017 to \$659 million in 2020. Further on, big companies like Spotify are betting heavily on the podcast market as a central part of their business model. For example, Spotify announced that they are willing to invest \$400-\$500 million in Podcasts this year. Most Podcasts are monetized via advertising revenue. However, there is still a lot of uncertainty about how to advertise on Podcasts. This is in part due to a lack of scientific research. Therefore, conceptual work is necessary to identify key variables from other marketing concepts that influence advertising effectiveness and can be translated into the podcasting world. For example, should advertisements be

read by the podcast host, what is the best placement of podcast ads, what timing factors are most important, are there differences with regards to the product category? Relying on an experimental research design, such and similar questions may be of great interest in the course of this empirical thesis.

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.
- Haygood, D. M. (2007). A status report on podcast advertising. *Journal of Advertising Research*, 47(4), 518-523.
- Ritter, E. A., & Cho, C. H. (2009). Effects of ad placement and type on consumer responses to podcast ads. *CyberPsychology & Behavior*, 12(5), 533-537.

Topic 3:

Can sensation seeking behavior be used to improve the Customer Experience?

Kann Sensation Seeking Behavior genutzt werden, um die Customer Experience zu verbessern?

Sensation seeking behavior is a concept that originates in psychological research. It is defined as a personality trait that encompasses the search for experiences and feelings, that are "varied, novel, complex and intense", and by the willingness to "take physical, social, legal, and financial risks for the sake of such experiences." Four traits of sensation-seeking can be differentiated: 1) Thrill- and adventure-seeking, 2) Experience-seeking, 3 Disinhibition, and 4) Boredom susceptibility. Existing research has studied the effects of sensation seeking in the context of tourism marketing and tobacco. Further on, it might partly overlap with the concept of variety seeking, which is well established in marketing research. Big questions for marketers are how to improve the customer experience with a brand across all touchpoints and how to differentiate a brand from competitors. Sensation seeking could be a concept, that can be used to address these questions. Facets of sensation seeking behaviour could be looked at in relation to the Customer Journey. For example, whether sensation seeking facets could be especially useful to create awareness or have a high impact on the final purchase decision. Relying on an experimental research design, such and similar questions may be of great interest in the course of this empirical thesis.

- Jang, J. Y., Baek, E., & Choo, H. J. (2018). Managing the visual environment of a fashion store: effects of visual complexity and order on sensation-seeking consumers. *International Journal of Retail & Distribution Management*, 46(2), 210-226.
- Kim, J., Almanza, B., Ghiselli, R., & Sydnor, S. (2017). The effect of sensation seeking and emotional brand attachment on consumers' intention to consume risky foods in restaurants. *Journal of Foodservice Business Research*, 20(3), 336-349.
- Levav, J., & Zhu, R. (2009). Seeking freedom through variety. *Journal of Consumer Research*, 36(4), 600-610.
- Zuckerman, M. (1994). Behavioral expressions and biosocial bases of sensation seeking. Cambridge university press.
- Zuckerman, M. (2009). "Chapter 31. Sensation seeking". In Leary, Mark R.; Hoyle, Rick H. (eds.). *Handbook of Individual Differences in Social behavior*. New York/London: The Guilford Press. pp. 455–465

Topic 4:

The potential of voice-controlled digital assistants in ecommerce – An empirical analysis

Das Potenzial sprachgesteuerter digitaler Assistenten im Bereich E-Commerce – Eine empirische Analyse

Voice-controlled digital assistants like Alexa, Siri or Google Now are increasingly used to aid in small and common tasks in today's world. The economic potential gets empathized by the fact that 25 % of all consumers indicate, they rather use voice-controlled digital assistants for shopping, than use websites or physical stores. In theory, the whole purchase process could change and a lot of steps of the customer journey can be taken on by voice-controlled digital assistants. Nevertheless, a lot of influencing factors are still unclear. For example, what are the factors influencing a customer's decision to transfer tasks and decision of the purchase process to voice-controlled digital assistants? Relying on an experimental research design, such and similar questions may be of great interest in the course of this empirical thesis.

- Johnson, G. (2017). Your customers still want to talk to a human being. *Harvard Business Review*, available at: <https://hbr.org/2017/07/your-customers-still-want-to-talk-to-a-human-being> (accessed 5 October 2017)
- Parise, S., Guinan, P. J., & Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. *Business Horizons*, 59(4), 411-420.
- <https://www.capgemini.com/news/voice-assistants-set-to-revolutionize-commerce-and-become-a-dominant-mode-of-consumer-interaction-in-the-next-three-years/>

Topic 5:

The influence of whitelisting on user's online behaviour – An empirical analysis

Der Einfluss von Whitelisting auf das Online-Verhalten von Benutzern – Eine empirische Analyse

According to the GlobalWebIndex 47% of internet users globally use an adblocker today. Reasons to use adblocker are, for example, exposure to viruses and malware, interruption, slow website loading time or too many ads on webpages. Further on, advertisement is often seen as intrusive. This creates a problem for advertisers as the possibilities to show advertisement decreases. However, most adblocker allow users to create exceptions or rules to allow desired advertisements. This is called "whitelisting". Nevertheless, a lot of influencing factors are still unclear. For example, how is the perception of ad intrusiveness, if whitelisting is used. Relying on an experimental research design, such and similar questions may be of great interest in the course of this empirical thesis.

- Bleier, A., & Eisenbeiss, M. (2015). Personalized online advertising effectiveness: The interplay of what, when, and where. *Marketing Science*, 34(5), 669-688.
- Brinson, N. H., Eastin, M. S. and Cicchirillo, V. J. (2018), "Reactance to Personalization: Understanding the Drivers Behind the Growth of Ad Blocking", *Journal of Interactive Advertising*, 18 (2), 136-147.
- Goldfarb, A. and Tucker, C. (2011), "Online display advertising: Targeting and obtrusiveness", *Marketing Science*, 30 (3), 389-404.
- Gritkevich, Aleksandr and Katona, Zsolt and Sarvary, Miklos, Ad Blocking (January 12, 2018). Columbia Business School Research Paper No. 18-11.
- <http://blogs.harvard.edu/doc/2019/03/23/2billion/>

Topic 6:

How can marketing measures increase the acceptance of a mobile payment services?

Wie können Marketingmaßnahmen die Akzeptanz von Mobile Payment Service erhöhen?

In the light of digitalization, the amount of different payment options is increasing. Nowadays it is possible to pay by giro card, debit card, contactless payment, Apple Pay, Google Pay, etc. According to analyst forecasts, the method of mobile payment will become more and more important worldwide. Contrary to the last statement and in comparison, to China, the number of mobile payment users in Germany is still very small. Germans prefer to pay, especially small amounts up to 50 €, in cash. Even though banks like Deutsche Bank launched Apple Pay in December 2018. To give answers to this question many studies focused on the topic of technology acceptance. A large share of those studies trying to find individual factors to explain why users adapt or why not. The occurring question is: How can marketing measures be helpful to overcome the resistance against mobile payment? What are the key marketing factors for the successful implementation of a mobile payment service? And what can marketeers concretely do to ensure a successful mobile payment service launch? Relying on an experimental research design, such and similar questions may be of great interest in the course of this empirical thesis.

Chen, L. D. (2008). A model of consumer acceptance of mobile payment. *International Journal of Mobile Communications*, 6(1), 32-52.

Mallat, N. (2007). Exploring consumer adoption of mobile payments—A qualitative study. *The Journal of Strategic Information Systems*, 16(4), 413-432.

Ondrus, J., & Pigneur, Y. (2006). Towards a holistic analysis of mobile payments: A multiple perspectives approach. *Electronic commerce research and applications*, 5(3), 246-257.

Oliveira, T., Thomas, M., Baptista, G., & Campos, F. (2016). Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology. *Computers in Human Behavior*, 61, 404-414.

Schierz, P. G., Schilke, O., & Wirtz, B. W. (2010). Understanding consumer acceptance of mobile payment services: An empirical analysis. *Electronic commerce research and applications*, 9(3), 209-216.

Slade, E. L., Williams, M. D., & Dwivedi, Y. K. (2013). Mobile payment adoption: Classification and review of the extant literature. *The Marketing Review*, 13(2), 167-190.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

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[Application Sheet](#)

Further information:

[Application Process – Master's Thesis](#)