A Literature Review on Online Consumer Reviews in Marketing Research
(Mandy Pick)

Sprache/Language: German/English

Online consumer reviews are defined as a form of electronic word of mouth (eWOM) that is written by consumers online and allow easy access to the experiences and opinions of other people about different products or services. They are regarded as one of the most important sources of information for consumers in the purchasing decision process and serve as advertising and promotion possibility. A study by BrightLocal from 2014 showed that 88% of consumers use online reviews to decide about what to purchase and that they trust the reviews as much as they trust personal recommendations. Moreover, over 90% of marketers think that online reviews are important for their business. Increasing numbers of studies are investigating the effectiveness of online consumer reviews to explain how consumers are influenced.

The aim of this bachelor thesis is to show how online consumer reviews are used in the marketing research context and evaluate possible research gaps.

Introductory Literature:


A Literature Review on Avatar-Based Marketing in the Research Context
(Mandy Pick)

Sprache/Language: German/English

An avatar is a graphical representation, for example of a real person, who is animated by using computer technology. This technique is not only used in Second Life online games, but also in marketing. Studies show, e.g., that the use of an avatar seller leads to a higher willingness to purchase, more satisfaction with the retailer and a higher positive attitude towards the product. In addition, that if the consumer rating was positive, the readers who saw an angry-looking reviewer's avatar attributed the rating more to the product's performance than to those who saw the happy-looking avatar.

The aim of this bachelor thesis is to develop a literature overview for avatar-based marketing research and its fields of application. In addition, it should identify possible research gaps.

Introductory Literature:


The power of interpersonal touch arises in various sciences like consumer behavior, neuroscience and psychology. Previous research identified differences depending whether the interpersonal touch is done on purpose or accidently. Further, Webb and Peck (2015) even established the ‘comfort with interpersonal touch’ scale. Obviously, individuals differ in their preference for interpersonal touch.

The current study analyzes previous research concerning interpersonal touch as well as the advantages and disadvantages of interpersonal touch. Why is this issue relevant for consumer behavior? How does interpersonal touch impact consumers in their decision-making process?

**Introductory Literature:**


The Issue with Healthy Choices
(Frauke Kühn)

Sprache/Language: German/English

In times of growing obesity, healthy food choices gain in importance in everyday life. Healthy choices refer to eating appropriate food in an adequate amount and taking care about a balanced nutrition. The present study identifies what retailers do for passing their healthy food choices to consumers. Further, consumers’ preference for the healthy choice depends not only on their personal characteristic, but also on the current situation. Therefore, the current study also analyzes under which conditions consumers prefer the healthy food choice compared to a less aware lifestyle and consequently less conscious nutrition.

Introductory Literature:


Betriebswirtschaftliche Methodenkurse an deutschen Universitäten: Eine Marktforschung (Prof. Dr. Marko Sarstedt)

Sprache/Language: German/English


Introductory Literature:

Kaffeefahrten: Eine Analyse aus Marketingsicht
(Prof. Dr. Marko Sarstedt)

Sprache/Language: German/English

Besonders ältere Menschen sind anfällig für unseriöse Angebote auf sogenannten Kaffeefahrten. Im Rahmen dieser als Tagesausflüge ausgewiesenen Fahrten werden die Teilnehmer zu Verkaufsveranstaltungen gelockt und mit diversen offensiven Verkaufstaktiken zum Kauf von überpreiserten und teilweise nutzlosen Produkten (z.B. Medikamente gegen Demenz) bewegt. Bei der Werbung für Kaffeefahrten wird meist mit großzügigen Gewinnen gelockt die jedoch nicht ausgezahlt werden.

Im Rahmen der Bachelorarbeit soll das Phänomen Kaffeefahrt aus marketingwissenschaftlicher Sicht analysiert werden. Hierbei soll insbesondere der Frage nachgegangen werden, welche Verkaufstaktiken die Organisatoren mit Blick auf die meist ältere Zielgruppe einsetzen.

Introductory Literature:


Evoking context via immersive environments (Martina Schöniger)

Sprache/Language: German/English

Past research shows, that context influences product and food evaluations. Therefore, researchers recently started adding context to food acceptance tests by building “immersive environments”. In general, building an “immersive environment” goes beyond evoking context via a written scenario where probands only imagine a scenario.

Current studies, that investigate different environments including “immersive environments” define the latter different and therefore take different actions to build an “immersive environment”.

The aim of this bachelor thesis is to collect relevant studies that investigate effects dependent on different environments (including “immersive environments”). Furthermore, a systematic overview of the way, how “immersive environments” are built, have to be derived from the underlying studies (e.g. by structure criteria).

Introductory Literature:


A Literature Review on Brand Logo Design
(Martina Schöniger)

Sprache/Language: German/English

Brand logos can represent a company’s identity. The logo is important to recall the brand and it can serve as visual cue for consumers to distinguish a company from its competitors. Research on brand logo design ranges across several fields, e.g. color design, font types, form elements, etc.

The aim of this bachelor thesis is to conduct a literature review on studies investigating brand logo design. Besides presenting literature as well as giving short and concise summaries of the papers’ findings, the thesis pursues the aim to show similarities in the studies as well as to structure them according to different criteria. In the end, the thesis shall summarize the findings and show potential further research.

Introductory Literature:


Not the way I would have liked it: Regret and disappointment in consumer decision making (Susanne Adler)

Sprache/Language: German/English

Choices are dangerous: Whenever we face several options, there are several outcomes and some of them are better than others. Discovering that you have made an inferior choice leads to an unpleasant feeling of could-have-been-better and entails specific behavioral outcomes (e.g. switching the brand, complaining or telling others about your experience). Which strategies you employ depend greatly on whether you regret your choice or are disappointment by the outcome. The thesis will provide a structural review of empirical literature towards regret and disappointment within consumer psychology. Thereby it will conceptualize regret and disappointment, distinguish their pre- and postchoice forms and depict their antecedents and consequences. Building upon the literature review the thesis will identify potential for future research and provide guidelines for marketing activities.

Introductory Literature:


How regulatory focus and construal level shape effects of message framing
(Susanne Adler)

Sprache/Language: German/English

Marketing messages can be differently framed: Do you want to gain a shining smile or prevent tooth decay? Do you want to win a game or avoid losing it? Message framing determines whether consumers regard an object in terms of losses, non-losses, gains or non-gains. As we generally try to avoid losses (non-gains) and approach gains (non-losses), frames greatly affect how consumers evaluate and react to stimuli.

Research towards regulatory focus theory (RFT, Higgins, 1997) suggests that an individual’s regulatory focus determines the motivational power of different frames. Promotion focused individuals are mainly concerned about achieving their hopes and ideals. Accordingly, gain-messages motivate them more than loss-messages. Prevention focused individuals are mainly concerned about fulfilling their duties and obligations. Accordingly, loss-messages motivate them more than gain-messages. A fit between regulatory focus and message frame thereby enhances message persuasiveness.

Recently, Förster & Dannenber, 2010 linked regulatory focus theory and Construal Level Theory (CLT, Trope & Liberman, 2010) in the GLOMOsys (the global vs. local processing model, a systems account). They emphasized the relationship between promotion focus and high construal, abstract, global processing, as well as the relationship between prevention focus and low construal, concrete, local processing. This suggests that construal level and regulatory focus could affect effects of message framing in a similar way.

The thesis will review literature on message framing effects with regard to regulatory focus and construal level. Thereby it will display the according conceptual framework, integrate empirical results, suggest further research paths and give implications for marketing practice.
Introductory Literature:


Eventmanagement im Landkreis Börde – Möglichkeiten einer neuen Multifunktionshalle
(Michael Canty)

Sprache/Language: German/ English

Im Landkreis Börde finden jährlich diverse Events mit einer Teilnehmerzahl im unteren vierstelligen Bereich statt. Das Potenzial für eine größere Teilnehmerzahl ist bei einer Einwohnerzahl von knapp 173.000 gegeben, jedoch weichen aktuell die größeren Events ins naheliegende Magdeburg aus. Die Landeshauptstadt ist mit der GETEC Arena (ca. 7000 Zuschauer) und aktuell der Hermann-Gieseler-Halle (ca. 2000 Zuschauer), zukünftig einer neuen Dreifeldersporthalle am Lorenzweg (ca. 1100 Zuschauer), gut für jegliche Veranstaltungsgröße ausgestattet.

Introductory Literature:


When to Think, How to Think: Type 1 vs. Type 2 Thinking (Michael Canty)

Sprache/Language: German/English

Decisions are being made at almost every moment we experience. More precisely, an estimated 2,000 decisions are made per hour. This incredible amount is due to the multitude of choices we face on a day-to-day basis, including: what to wear, what to eat or what music to listen to. However, decisions are to be distinguished in their level of complexity. The ability to differentiate between a green and red light and thus crossing the street (or not) is certainly easier than deciding when to cross an open road without any light signal system. One situation leads to an automatic reaction, while the latter forces the decision maker to be very careful and observant.

The dual process theory focuses on the distinction of these two thought processes. It is argued that the dual process theory is embedded in two distinct cognitive systems, namely System 1 and System 2. This thesis aims at investigating the dual process theory with an extensive overview of literature focusing on the two systems and their impact on consumer decision making.

Introductory Literature:

