Literature Analysis concerning Degustation (Frauke Kühn)

Sprache/Language: Deutsch/English

Degustation means the evaluation of food and drinks based on their taste. The current paper identifies the state of the art concerning degustation studies. It summarizes the papers including experiments based on taste. The research primarily refers to marketing journals and identifies how individuals differ concerning their opinions or decision-making process when tasting food or drinks are involved. Which food and drinks are involved in the studies? What are independent variables, dependent variables, moderators and mediators? What are the main contributions?

Quellen/Introducing Literature


Identifying the Purpose of Music Festivals – Organizer and Participant Perspective
(Frauke Kühn)

Sprache/Language: Deutsch/English

Music festivals enjoy great popularity in Germany. The question arises, why so many people are interested in joining music festivals. Why are these kind of events so attractive?
The paper identifies reasons for individuals attending festivals. On the other hand, the paper points out the motives for event organizers. For this, the paper is based on recent studies in order to present an overview concerning the popularity of music festivals. For this, the paper identifies influencing factors for both the organization and the participation of music festivals.

Quellen/Introducing Literature


Analyzing the Power of the Technical Device used for Consumer Research
(Frauke Kühn)

Sprache/Language: Deutsch/English
Technical devices also gain in importance for consumer behavior. For example, recent studies identified the difference between a direct vs. indirect touch device. In this context direct touch means using a touchscreen, while indirect touch refers to the usage of a computer mouse or keyboard. Moreover, studies point out the importance of the technical device when completing a questionnaire. The paper gives an overview about the studies including relationships between different consumer behavior variables and the technical device used for consumer decision-making process.

Quellen/Introducing Literature


Sponsoring Strategien der easyCredit Basketball-Bundesligisten: regionale vs. überregionale Reichweite
(Michael Canty)

Sprache/Language: Deutsch/English

Ein wichtiger Bestandteil des Gesamtetats spiegelt sich in der Sponsorenlandschaft der einzelnen Bundesligisten wider. Um die Entwicklung der Liga bezüglich des Etats zu verfolgen, soll eine Analyse der aktuellen Sponsoring Strategien der Bundesligisten durchgeführt werden. Hierbei soll der Fokus auf die Struktur des Sponsorings (Hauptsponsoren, Premium Partner, etc.) und die Unterscheidung zwischen regionalen und überregionalen Sponsoren liegen.

Quellen/Introducing Literature


Nurtitional effects on consumer purchase decision making
(Michael Canty)

Sprache/Language: Deutsch/English

“You are what you eat”. This phrase may date back to the Mid Modern Period, however it still finds relevance today. Strategically, the expression has successfully been applied in marketing communications. The question remains: How much truth can be found in these words?

Recent studies have examined the effects of nutrition on consumer behavior. For example, it has been shown that low levels of serotonin promote choice deferral. Furthermore, studies have indicated the psychoactive drug caffeine to be influential in consumer decision-making. Focus of this thesis is to research literature on the effect nutrients have towards consumer’s purchasing behavior and to develop an overview accordingly.

Quellen/Introducing Literature


A Literature Review on the Match-up Hypothesis (Mandy Pick)

Sprache/Language: Deutsch/English

Already in 1985 the congruence between celebrity and product was captured by the term "match-up hypothesis" by Kahle and Homer. This hypothesis implies that the physical attractiveness of a celebrity only improves the product and advertising rating if the characteristics of the product "match" the perceived celebrity image. However, this research is not outdated and much has been and will continue to be researched on this topic.

The aim of this bachelor thesis is to develop a literature overview for the Match-up hypothesis. In addition to basic research, it should focus on current research on match-up relationships and identify possible research gaps.

Quellen/Introducing Literature


The Psychological Distance Concept and its Applications on Marketing Research (Mandy Pick)

Sprache/Language: Deutsch/English

People are capable to think about the future, the past, distant newer visited locations, and another person perspective as well as about possible counterfactual alternatives. The Psychological Distance is a cognitive separation between the self and other instances such as persons, events, or times. There exist different gaps: between yourself and other people (social distance), the present and the future (temporal distance), your physical location and faraway places (spatial distance), or imagining something and experiencing it (experiential distance).

The aim of this bachelor thesis is to show how the psychological distance concept is used in the marketing research context and evaluate possible research gaps.

Quellen/Introducing Literature


Ambience in sensory marketing
(Martina Schöniger)

Sprache/Language: Deutsch/English
The five senses – sight, hearing, taste, smell and touch – intensively affect consumer behavior. Most research in sensory marketing focused on the manipulation of products through different colors, tastes, smells, etc. This thesis, however, shall only focus on manipulations of the ambience. For example: certain music played in stores, signature fragrances used in hotels, shops’ walls painted in different colors, etc.. These examples have in common that companies try to influence the consumer only via ambience.
This thesis’ objective is to find relevant literature concerning “ambience” in sensory marketing, structured by senses. When presenting literature, give short and clear summaries of the papers’ findings and illustrate best practice examples. In the end, the thesis shall summarize the outcomes and show potential further research.

Quellen/Introducing Literature


Sensory marketing and brand management
(Martina Schöniger)

Sprache/Language: Deutsch/English

The importance of brand management continuously increases because the recognition of a brand, i.e. its distinctive and unique appearance, is one of the most valuable intangible assets. A customer’s brain when for example recognizes distinctive jingles, signature scents, etc. can link it to a brand. This shows the importance of sensory marketing in brand context. Combining both fields, this thesis aims to identify those mentioned links between sensory marketing and brand management. How can sensory marketing influence a brand’s perception? Make a literature review on current relevant papers, present their findings and illustrate best practice examples.

Quellen/Introducing Literature


Was macht Online- und Offline-Inhalte viral?  
(Prof. Dr. Marko Sarstedt)

Sprache/Language: Deutsch/English


The aim of this bachelor thesis is to show how the psychological distance concept is used in the marketing research context and evaluate possible research gaps.

Quellen/Introducing Literature

Textual data analysis using Leximancer
(Prof. Dr. Marko Sarstedt)

Sprache/Language: Deutsch/English

Leximancer is a text analysis software that has gained popularity for uncovering structures within text documents via the co-occurrence of words within their contexts. Leximancer uses a Bayesian machine-learning algorithm to identify groups of words that carry related meanings, referred to as concepts. The algorithm also identifies relationships between concepts and classifies them into themes. Leximancer then visualizes the textual structure in a concept map in which dots represent the concepts and circles represent the themes (Figure 1). Leximancer has been used in various fields including communication studies, marketing, and various areas of life sciences to identify dominant themes in research streams.

Figure 1. Example of a concept map

The aim of this thesis is to describe the Leximancer approach and contrast it to related procedures such as co-citation analysis. The use of the software should also illustrated using real-world data.

Quellen/Introducing Literature


Muffling noise: How to identify careless respondents in survey data
(Susanne Adler)

Sprache/Language: Deutsch/English

Careless respondents provide unsubstantial answers which add noise to survey data and harm data quality. Identification of these cases is crucial for reliable research. To do so researchers can undertake specific actions in questionnaire design and data analysis.

Aim of the thesis is to gather methods for identifying careless respondents and provide directions regarding the feasibility of these methods in marketing research.

Quellen/Introducing Literature


Inducing and measuring construal level: An Overview (Susanne Adler)

Sprache/Language: Deutsch/English

Construal level theory (CLT) describes how mental construal is linked to psychological distance. Small psychological distances prime concrete, low-level mental construals. Large psychological distances prime abstract, high-level mental construals. This accounts for a wide range of human reactions to stimuli e.g. perception, evaluation and decision making.

This broad applicability entails many ways for inducing and measuring construal level. Aim of the thesis is to provide a structured overview.

Quellen/Introducing Literature

