Avis et al. (2015) present a critical assessment of the standard brand personality scale, showing that respondents assign distinct personalities to rocks – as opposed to brands – when answering the items. The aim of this seminar thesis is to replicate and extend Avis et al.’s (2015) study by testing the brand personality measurement of rocks in a larger nomological network, including concepts such as perceptual fluency, purchase intention, and others. Students will set up a conceptual model, design a survey, collect the data, and analyze the model using partial least squares structural equation modeling.

Introductory Literature:


The impact of imaginative displays of high-involvement products on consumers - An empirical examination (2-3 students)
Benjamin Maas

Sprache/Language: Deutsch/English

Store environments are very important because retailers are able to influence consumers by changing elements of their store environments (Kaltcheva & Weitz, 2006). Specifically, the use of in-store digital displays is able to increase the sales of retailers (Roggeveen et al., 2016). Previous literature discovered that imaginative displays are able to enhance consumers’ purchase intentions and even retailers’ sales (Keh et al., 2021). However, scientific literature lacks research on the impact of imaginative displays of high-involvement products on consumers (Keh et al., 2021).

The students should examine the impact of imaginative displays of high-involvement products on consumers’ purchase intentions.

Introductory Literature:


The impact of portraying humans as machines on consumers’ food choices - An empirical examination (2-3 students)
Benjamin Maas

Sprache/Language: Deutsch/English

Governments and marketers are trying to inspire consumers to make healthier food choices, e.g., by telling them to make decisions with their head (Parker & Lehmann, 2014; Weihrauch & Huang, 2021). Portraying humans as machines is one way to introduce this cognitive approach to food (Weihrauch & Huang, 2021). Displaying humans as machines or objects is also known as mechanistic dehumanization (Haslam, 2006). However, scientific literature lacks research on the impact of portraying humans as machines on consumers’ food choices, while including their health conditions (Weihrauch & Huang, 2021).

The students should examine the impact of portraying humans as machines on the healthiness of consumers’ food choices.

Introductory Literature:


Who are the followers? An empirical research on the relationship between influencer interaction behavior and personality traits (2-3 students)

Mandy Pick

**Sprache/Language:** Deutsch/Englisch

Influencer marketing has become an important tool for influencing consumer decisions. Due to the positive effects, companies invest large amounts of money in influencer marketing campaigns. But who are the followers of influencers and how are their personality traits related to their following and buying behavior?

The aim of this seminar paper is to provide an overview of existing findings regarding follower personality and demographics. In addition, an empirical study should be conducted to investigate the connection between follower/non-follower behavior and demographics and personality traits.

**Introductory literature:**


Should I really do or buy this? Covid-19 controversies of influencer marketing campaigns and their impact on consumer behavior (2-3 students)
Mandy Pick

Sprache/Language: Deutsch / Englisch

The use of influencers is very popular at the moment for companies, but it is not without risk. During the Corona Covid-19 pandemic headlines like "British Travel Influencers Are Getting Roasted For Treating Dubai Like 'The Covid Casablanca’" (Uproxx, 2021) or "Karibik trotz Pandemie: Promis sorgen mit Urlaubsfotos für Unmut” (Berliner Zeitung, 2021) were reported in press and were the subject of many discussions. In addition, the number of ad placements within influencer posts increased, as they often lacked other income sources due to the pandemic. This and the actual morally incorrect behavior during the pandemic in which should have stayed at home can negatively affect the rating of products and services that are advertised.

The aim of the seminar topic is to investigate how negative information or evaluations can and have already affect the endorsed product or service and the consumer behavior.

Introductory literature:


