

Lucerne, 23. Februar 2022

## Topics for research papers – Chair of Digital Marketing

Students with an interest in marketing-relevant research questions can apply for the following topics via e-mail ([digitalmarketing@unilu.ch](mailto:digitalmarketing@unilu.ch)) with a motivation letter (max. 200 words). Please indicate the topic number, the name of the supervising assistant and the type of thesis (semester, bachelor or master thesis) in your application. Applications for master's theses can be submitted at any time (no application deadline), moreover a curriculum vitae and current performance record must be attached.

More details about writing a thesis at the chair of Prof. Dr. Reto Hofstetter can be found on the [website of the chair](#).

The **master thesis** is an empirical work. The requirement for writing the master's thesis at the chair of Prof. Dr. Reto Hofstetter is the attendance of the research seminar in marketing, which is held every autumn semester. It is possible to attend the seminar parallel to writing the paper.

**Please note:** The outlined topics are high-level topics and will be further specified after consultation with the respective scientific assistant.

### Topics and research focus: David Finken (English language only)

#### 1. Empirical

- a. **Insights Consumers' / Managers' Minds:** What happens in customers' / managers' minds when interacting with / offering Augmented Reality – an **interview-based approach?** (Bachelor- or Master thesis)
- b. **Adverse Effects of Virtuality:** Analyzing **adverse effects** of virtuality on consumer behavior? (Semester-, Bachelor- or Master thesis)
- c. **Pricing:** Theoretical and/or empirical assessment of willingness to pay methods (Semester-, Bachelor- or Master thesis).

#### 2. Conceptual

- a. **Psychological Distance:** Does psychological Distance Matter? The impact of psychological distance on consumer perception and behavior. (Semester-, Bachelor thesis)
- b. **Product Essence:** What is the **essence of virtual products?** A literature-based comparison with implications for future research. (Semester-, Bachelor thesis)
- c. **Self-Affirmation & Psychological Ownership:** A literature-based comparison with implications for future research. (Semester-, Bachelor thesis)
- d. **Possessions:** Does **possession in virtuality matter** (e.g., NFTs)? A literature-based comparison with implications for future research. (Semester-, Bachelor thesis)

- e. **Product Typologies:** A state of the art literature review on classifying various product typologies and its impact on consumer downstream consequences? (Semester-, Bachelor thesis)
3. **Practical Thesis:** Students can also write a practical master thesis. Students should already be in contact with a firm and a supervisor in the respective company. Topics should be related to digital marketing, technology marketing and or preference measurement (e.g., Conjoint -or Choice-based Conjoint analysis). Please consult [digitalmarketing@unilu.ch](mailto:digitalmarketing@unilu.ch) to receive further information.

### Topics and research focus: Lucas Nann (English language only)

1. **Voice User Interfaces / Voice Assistants:** A state of the art literature review on Voice User Interfaces / Voice Assistants (e.g. Alexa) in the consumer behavior and marketing literature (Semester- or Bachelor thesis)
2. **Use of Voice User Interfaces / Voice Assistants:** Why do people use Voice User Interfaces / Voice Assistants (e.g. Alexa) and what are reasons that they don't use them or stop using them? (Semester-, Bachelor or Master thesis)
3. **Voice User Interfaces / Voice Assistants:** How does the use of a Voice Assistant affect the relationship between the customer and the brand (of the Voice Assistant)? (Semester-, Bachelor or Master thesis)
4. **Motives on Social Media:** What are motives to follow other users on Social Media? What are motives to (not) follow profiles on Social Media back? (Semester- or Bachelor thesis)
5. **Personality on Social Media:** How do personality traits on Social Media affect the behavior on Social Media? (Semester-, Bachelor or Master thesis)
6. **Digital possession and Social Media:** How does the possibility to own digital assets (e.g. NFTs) affect the behavior on Social Media? (Further explanation: On twitter it is now possible to display a NFT that you own as your profile picture. So the question would be how this affects the perception or the behavior of users who do that.) (Semester-, Bachelor or Master thesis)
7. **Paid content on Social Media:** There are several opportunities to earn money with content on Social Media directly through platforms (e.g. Twitch, Super Followers on Twitter, etc.). How does it affect the perception of profiles and content if you can pay for it? (Semester-, Bachelor or Master thesis)
8. **Practical Thesis:** In collaboration with firms, students get the opportunity to write a practical master thesis. Students should already be in contact with a firm. Topics should be related to digital marketing and technology and marketing. Please consult [digitalmarketing@unilu.ch](mailto:digitalmarketing@unilu.ch) to receive further information.