

Lucerne, 24. August 2021

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) 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 preferred, German possible upon consultation)

1. **AR / VR / XR for product presentation:** Impact of various product presentation formats (2D, 3D, Video, Augmented Reality) on downstream consequences (consumer preference, consumer choice, product satisfaction) in Commerce / M-Commerce (Semester-, Bachelor- or Master thesis).
2. **AR / VR / XR:** What happens in customers' minds when interacting with Augmented Reality – an interview-based approach (Semester-, Bachelor- or Master thesis)?
3. **AR / VR / XR:** Analyzing adverse effects of virtuality on consumer behavior and marketing downstream consequences (Semester-, Bachelor- or Master thesis)?
4. **AR / VR / XR:** Does virtuality impact how consumers perceive and evaluate brands? (Semester-, Bachelor- or Master thesis)?
5. **AR / VR / XR:** Do consumers behave or perceive objects / brands differently virtual compared to real environments (Semester-, Bachelor- or Master thesis).
6. **Product Typologies:** A state of the art literature review on classifying various product typologies and its impact on consumer downstream consequences (Semester-, Bachelor thesis)?
7. **Pricing:** How to overcome biases in measuring customer's willingness to pay? (Semester-, Bachelor- or Master thesis)
8. **Pricing:** Theoretical and/or empirical assessment of willingness to pay methods (Semester-, Bachelor- or Master thesis).

9. **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 to receive further information.

Topics and research focus: Gabriela Funk (English language preferred, German possible upon consultation)

1. **Brand Selfie Feedback:** How does positive vs. negative feedback to a brand selfie shared on social media affect the sharers brand relationship? (Master thesis)
2. **Brand Filters:** Use of brand filters in marketing. What are brand filters and how are they different from previous forms of digital consumer engagement (Semester- or Bachelor thesis)
3. **Brand Filters:** How does the use of brand filters affect user's perception of the brand? (Semester-, Bachelor- or Master thesis)
4. **Brand Filters:** When does the use of brand filters help or harm the brand? (Semester-, Bachelor- or Master thesis)
5. **Photos in Consumer Behavior and Marketing:** A state of the art literature review on the photos (photo-taking, photo-observing, photo-sharing) in the consumer behavior and marketing literature. (Semester-, Bachelor thesis)
6. **Own Research Question:** Own research questions related to photo/selfies in marketing are welcome. (Semester-, Bachelor- or Master thesis)

Topics and research focus: Felicia Rohlfen (English language preferred, German possible upon consultation)

1. **Social product evaluation:** How does the evaluation of a product change if others can see you own it vs. if others don't see you own it? (Semester- or Bachelor- or Master thesis)
2. **Status consumption:** How can status consumption be classified? (How) does it take place in the digital world? (Semester- or Bachelor thesis)
3. **Unique possessions:** What are the downstream consequences for possessions of unique/scarc items? (Semester-, Bachelor- or Master thesis)
4. **Digital possessions:** Going from physical to digital possessions. What psychological factors stay the same and which of them change? (Semester-, Bachelor- or Master thesis)
5. **Value perception:** Does the perceived value of unique vs. non-unique goods differ for people with high vs. low need for uniqueness/ other personality traits? (Master thesis)
6. **Value of digital art:** How does the perception of art differ depending on the art being digital vs. analogous? (Semester-, Bachelor- or Master thesis)
7. **Scarcity:** How does the perception of digital products change if they are scarce vs. if they are not scarce? / What happens when digital products become scarce? (Literature overview in Semester or Bachelor 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 to receive further information.

Topics and research focus: Lucas Nann (English language preferred, German possible upon consultation)

- 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 and Social Media:** What are motives to use different Social Media platforms? (Semester- or Bachelor thesis)
- 5. Perception on Social Media:** How are different actions (likes, tweets, shares, ...) on Social Media perceived and how do they affect the perception of (different types of) users? (Semester-, Bachelor or Master thesis)
- 6. Own Research Question:** Own research questions related to Social Media or Voice User Interfaces in a marketing or consumer behavior context are welcome. (Semester-, Bachelor- or Master thesis)
- 7. 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 to receive further information.

Topics and research focus: Melanie Clegg (English language preferred, German possible upon consultation –theses only if finished until next spring semester)

- 1. Artificial intelligence in creative tasks:** How does the co-work with AI influence consumer experience and behavior in creative tasks? (Conduction of empirical work/behavioral experiments OR structured interviews required: Master thesis, Bachelor thesis upon consultation)
- 2. Digital possessions:** How does the uniqueness of a digital / physical good influence consumers' feeling of ownership? (Conduction of empirical work and behavioral experiments required: Master thesis, Bachelor thesis upon consultation)
- 3. Originality in the generation and perception of social media content:** How original should content on social media be? (Conduction of empirical work and behavioral experiments required: Master thesis, Bachelor thesis upon consultation)
- 4. Single-paper meta analysis:** Background and application of this statistical method in marketing papers (Semester-, Bachelor-, Master thesis).

- 5. 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 to receive further information.