

## Let's have a drink! Exploring Dracula's effectiveness as a celebrity endorser for Romanian wine (3 students)

Marko Sarstedt

### Sprache/Language: Deutsch / Englisch

Dracula is one of the most iconic characters in horror fiction. Having his historical and literary home in Romania, he is an attractive endorser for companies selling Romanian products. Currently, a Romanian wine is labelled with a picture of the historical 'Dracula' Vlad III. Drăculea (Vlad the Impaler). However, labelling the wine with a more modern, literary 'Dracula' (Bram Stoker's Dracula) might also be a promising.

The seminar paper will explore the effects of the different 'Draculas' on consumer's attitudes towards and purchase intention for Romanian wine. Thereby, it will build upon a previous study and take several intervening variables such as country-of-origin, endorser-consumer-congruity and endorser-product-congruity into account.

### Introductory literature:

Choi, S. M., & Rifon, N. J. (2012). It Is a Match: The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness. *Psychology & Marketing*, 29(9), 639–650. <https://doi.org/10.1002/mar.20550>

Samiee, S., Leonidou, L. C., Aykol, B., Stöttinger, B., & Christodoulides, P. (2016). Fifty Years of Empirical Research on Country-of-Origin Effects on Consumer Behavior: A Meta-Analysis. In L. Petruzzellis & R. S. Winer (Eds.), *Developments in Marketing Science. Rediscovering the essentiality of marketing: Proceedings of the 2015 Academy of Marketing Science (AMS) world marketing congress* (pp. 505–510). Cham: Springer International Publishing

## Is it mine when it feels close? An empirical examination of the relationship between psychological distance and psychological ownership (3 students)

Susanne Adler, Mandy Pick

**Sprache/Language: Deutsch / Englisch**

Psychological ownership refers to consumer saying, "It feels as if it is mine" or, in the words of Pierce, Kostova, and Dirks (2001, p. 299), the "state in which individuals feel as though the target of ownership (material or non-material in nature) or a piece of it is 'theirs'," even though there is no legal justification for this feeling or actual possession. Originating from the organizational behavior literature, the concept has recently gained prominence in marketing (Jussila, Tarkianen, Sarstedt, & Hair, 2015). Conceptually, psychological ownership can be linked to psychological distance. "Psychological distance is a subjective experience that somethings is close or far away from the self, here and now" (Trope & Liberman, 2010, p. 440). For example, it is reasonable to assume that own products feel 'closer' than products of others.

Anyhow, a comprehensive empirical examination of the relationship between psychological ownership and psychological distance is lacking. The aim of the seminar paper is to test for this relationship. Special attention will be paid towards the dimensions of psychological distance (temporal, spatial, social and hypothetically), roots (self-efficacy, self-identity, having a home, stimulation) and routes (control of the target, coming to know intimately, investment of the self into the target) of psychological ownership.

### Introductory literature:

Claus, B., Vanhouche, W., Dewitte, S., & Warlop, L. (2012). Walk a mile in my shoes: Psychological ownership and psychological distance. *ACR North American Advances*.

Fiedler, K., Jung, J., Wänke, M., & Alexopoulos, T. (2012). On the relations between distinct aspects of psychological distance: An ecological basis of construal-level theory. *Journal of Experimental Social Psychology*, 48(5), 1014–1021. <https://doi.org/10.1016/j.jesp.2012.03.013>

Jussila, I., Tarkianen, A., Sarstedt, M., & Hair, J. F. (2015). Individual Psychological Ownership: Concepts, Evidence, and Implications for Research in Marketing. *Journal of Marketing Theory and Practice*, 23(2), 121–139.

Pierce, J. L., & Jussila, I. (2011). Psychological ownership and the organizational context: Theory, research evidence, and application. Edward Elgar Publishing.

Pierce, J. L., Kostova, T., & Dirks, K. T. (2001). Toward a Theory of Psychological Ownership in Organizations. *The Academy of Management Review*, 26(2), 298–310. <https://doi.org/10.2307/259124>

## Are differences always the same? Effects of construal level and affective valence on perceived product differences (3 students) Susanne Adler

### Sprache/Language: Deutsch / Englisch

People tend to evaluate how objects differ from another all the time: Has product A a better quality than product B? Is it cheaper or has an extra feature, which B doesn't have?

Perceived product differences form consumer's expectations and determine product choice. Anyhow, the mechanisms forming such perceived differences remain unclear. In this study we will explore these mechanisms by evaluating construal level (How abstractly vs. detail-oriented does someone think?) and affective valence (How positive or negative does someone feel right now?) as possible determinants of perceived product differences.

The study is a follow up study to previous work regarding construal level and difference estimates. It will be conducted in cooperation with a research associate of another major German university.

### Introductory literature:

Huntsinger, J. R., Clore, G. L., & Bar-Anan, Y. (2010). Mood and global-local focus: Priming a local focus reverses the link between mood and global-local processing. *Emotion, 10*(5), 722–726.  
<https://doi.org/10.1037/a0019356>

Liberman, N., Sagristano, M. D., & Trope, Y. (2002). The effect of temporal distance on level of mental construal. *Journal of experimental social psychology, 38*(6), 523-534.

Trope, Y., & Liberman, N. (2010). Construal-level theory of psychological distance. *Psychological Review, 117*(2), 440–463.  
<https://doi.org/10.1037/a0018963>

## How does need for touch affects consumer behavior when using augmented reality? (3 students)

Frauke Kühn

### Language: English

E-retailing gains in importance. Nevertheless, some consumers still possess prejudices towards online shops based on the lack of sensory input. For example, haptic input is obviously not available when shopping online. This is actually even more difficult for consumers possessing a high need for touch when purchasing products. Therefore, previous research identified compensation methods for the missing haptic input like 3D rotation, zoom as well as augmented reality.

The current study extends the research by Huang and Tseng (2015) who have already identified an influence of need for touch on different variables like concentration and playfulness in augmented reality. According to this, the seminar paper analyses differences in consumers' attitude towards a product in either a common online shop or in augmented reality and identifies the impact of need for touch in this context.

### Introductory Literature:

- Grohmann, B., Spangenberg, E. R., & Sprott, D. E. (2007). The influence of tactile input on the evaluation of retail product offerings. *Journal of Retailing*, 83(2), 237-245.
- Huang, T. L., & Liao, S. (2015). A model of acceptance of augmented-reality interactive technology: the moderating role of cognitive innovativeness. *Electronic Commerce Research*, 15(2), 269-295.
- Huang, T. L., & Tseng, C. H. (2015). Using augmented reality to reinforce vivid memories and produce a digital interactive experience. *Journal of Electronic Commerce Research*, 16(4), 307.
- Peck, J., & Childers, T. L. (2003). Individual differences in haptic information processing: The "need for touch" scale. *Journal of Consumer Research*, 30(3), 430-442.
- Yim, M. Y. C., Chu, S. C., & Sauer, P. L. (2017). Is augmented reality technology an effective tool for e-commerce? An interactivity and vividness perspective. *Journal of Interactive Marketing*, 39, 89-103.

## Exploring the context factors in consumer behavior: the effects of the decision framing on consumers' preferences (3 Students) Zamig Guluyev

### Language: English

Numerous studies have examined the influence of the context on consumers' purchasing behavior. Choice framing is one of the important and very interesting levels of contextual effects. Building upon previous research highlighting the various framing effects (e.g. phantom decoy effect, common attribute effect etc.) and their influence on consumers' decision-making, this study will put the theories into practice.

Within the seminar, the students will conduct a study to examine the influence of the choice framing on the consumer's purchasing decision behavior. They will gain experience in designing and performing experiments, as well as collecting data and analyzing the results.

### Introductory Literature:

Hedgcock, W. M., Rao, R. S., & Chen, H. (2016). Choosing to choose: The effects of decoys and prior choice on deferral. *Management Science*, 62(10), 2952–2976.

Karmarkar, U. R. (2017). The impact of "Display-Set" options on decision-making. *Journal of Behavioral Decision Making*, 30(3), 744–753.

Johnson, Eric J., Shu, Suzanne B., Dellaert, Benedict G. C., Fox, Craig, Goldstein, Daniel G., Häubl, Gerald, Larrick, Richard P., Payne, John W., Peters, Ellen, Schkade, David, Wansink, Brian, & Weber, Elke U. (2012). Beyond nudges: Tools of a choice architecture. *Marketing Letters*, 23(2), 487–504.