

THE EFFECTS OF SHOPPING CARTS ON PURCHASE BEHAVIOR.

Literature suggests that bodily activity can influence consumer behavior. For example, merely inducing arm flexion (e.g., having participants press their palm against the underside of a table) has been reported to increase food consumption rather than arm extension and carrying a basket (i.e., flexed arms) is said to induce preference for vice products rather than pushing a shopping cart (i.e., extended arms).

In your theoretical part you will elaborate on body-feedback and grounded cognition. In your empirical part you will test whether pushing a shopping cart with flexed rather than extended arms increases hypothetical product purchases.

Literature:

Cacioppo, J. T., Priester, J. R., & Berntson, G. G. (1993). Rudimentary determinants of attitudes: II. Arm flexion and extension have differential effects on attitudes. Journal of personality and social psychology, 65(1), 5.

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Förster, J. (2003). The influence of approach and avoidance motor actions on food intake. European Journal of Social Psychology, 33(3), 339-350.

Van den Bergh, B., Schmitt, J., & Warlop, L. (2011). Embodied myopia. Journal of Marketing Research, 48(6), 1033-1044.

Method Books:

Field, A., Hole G. J. (2002), How to design and report experiments
Field, A. (2009), Discovering Statistics using SPSS

LHR – JNB – VFA – JNB – LHR: UNDERSTANDING TRIP REPORTS

While previously, photos and videos of vacations were only shared with friends and family, the Internet allows reaching a wider audience. For example, on Flyertalk (www.flyertalk.com), hundreds write and thousands read reports of various trips (<http://www.flyertalk.com/forum/trip-reports-177/>). What's behind this trend? What are the implications of this trend for marketing theory and practice?

Using qualitative methods (interview, netnography), this thesis explores what consumers get out of reading others' trip reports. The ultimate goal is to understand consumers' motivations and, based on that, elaborate on implications for marketing theory and practice.

Having a basic interest and some experience in frequent flyer programs is definitely not a disadvantage.

UNRAVELING UNBOXING VIDEOS

Unboxing videos are one of the most peculiar trends on Youtube. Since 2010, the number of „unboxing“ videos has increased by over 800 %. Watching someone unboxing a product seems strange, yet millions of consumers enjoy watching others unboxing all kinds of products ranging from gaming consoles, to blenders and Kinder surprise eggs (<https://www.youtube.com/watch?v=teASJBatVCE>).

What's behind this trend? The reasons why consumers watch such videos are not well understood. Using qualitative methods (interviews, netnography), this thesis develops a categorization of unboxing videos and, most importantly, explores consumers' motives to watch such videos. The goal is to understand what consumers get out of watching such videos and to provide implications for managerial practice.

THE EXTRAORDINARY CONSUMPTION EXPERIENCES OF ALTERNATIVE CIVIL SERVICE

Consumer researchers have investigated extraordinary consumption experiences such as whitewater rafting or expeditions to Mount Everest. Building on this literature this thesis investigates the alternative civil service as (an) extraordinary consumption experience(s). In Austria for men military service or alternative civil service is compulsory – therefore this period adds to an individual's lifetime experiences and identity. A qualitative research method should be applied (e.g., semi-structured interviews, focus groups, ...). However, a quantitative approach is also possible. Acculturation Theory (e.g., Berry, 1997) and the concept of role identity (Burke & Tully, 1977) might be interesting additional theoretical starting points.

Relevant literature:

Arnould, E. J. & Price, L. L. (1993) 'RIVER MAGIC - EXTRAORDINARY EXPERIENCE AND THE EXTENDED SERVICE ENCOUNTER', *Journal of Consumer Research*, 20, 24-45.

Bardhi, F., Eckhardt, G. M. & Arnould, E. J. (2012) 'Liquid Relationship to Possessions', *Journal of Consumer Research*, 39, 510-29.

Berry, J. W. (1997). Immigration, acculturation, and adaptation. *Applied psychology*, 46(1), 5-34.

Bhattacharjee, A. & Mogilner, C. (2014) 'Happiness from Ordinary and Extraordinary Experiences', *Journal of Consumer Research*, 41, 1-17.

Burke, P. J., & Tully, J. C. (1977). The measurement of role identity. *Social Forces*, 55(4), 881-897.

Tumbat, G. & Belk, R. W. (2011) 'Marketplace Tensions in Extraordinary Experiences', *Journal of Consumer Research*, 38, 42-61.

Ustuner, T. & Holt, D. B. (2007) 'Dominated consumer acculturation: The social construction of poor migrant women's consumer identity projects in a Turkish squatter', *Journal of Consumer Research*, 34, 41-56.

DESTINATION BRANDING: THERE IS NO ALTERNATIVE (TINA), OR IS THERE? THE CASE OF THE INTERCONNECTED SKI AREAS AXAMER LIZUM AND SCHLICK 2000

There is an ongoing discussion whether the two relatively small ski areas Axamer Lizum and Schlick 2000 should be interconnected. The planned interconnection would cross the repose area Kalkkögel and therefore is discussed controversially. This topic can be approached from various theoretical perspectives and various research methods are possible. One possible research question could look at alternatives to the planned interconnection (e.g., conducting focus group discussions for idea generation), another possibility is to conduct a survey in the respective villages and analyze whether the local citizens are in favor of the project or if they object the interconnection, a third possibility is to analyze articles in the local press employing the method of critical discourse analysis (e.g. Fairclough, 1993).

Relevant literature:

Cai, L. P. A. (2002) 'Cooperative branding for rural destinations', Annals of Tourism Research, 29, 720-42.

Cracolici, M. F. & Nijkamp, P. (2009) 'The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions', Tourism Management, 30, 336-44.

Fairclough, Norman (1993), "Critical discourse analysis and the marketization of public discourse: The universities," Discourse & Society 4, 2, 133-168.

Pritchard, A. & Morgan, N. J. (2001) 'Culture, identity and tourism representation: marketing Cymru or Wales?', Tourism Management, 22, 167-79.

Puetz, M., Gallati, D., Kytzia, S., Elsasser, H., Lardelli, C., Teich, M., Waltert, F. & Rixen, C. (2011) 'Winter Tourism, Climate Change, and Snowmaking in the Swiss Alps: Tourists' Attitudes and Regional Economic Impacts', Mountain Research and Development, 31, 357-62.

Um, S., Chon, K. & Ro, Y. (2006) 'Antecedents of revisit intention', Annals of Tourism Research, 33, 1141-58.

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