

## **Mobile & Online Marketing** *Mobile & Online Marketing*

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1. **Bonding through podcasts: A qualitative study on the relationship between podcast listeners and podcast host**  
*Verbunden durch Podcasts: Eine qualitative Studie über die Beziehung zwischen Podcast-Hörern und Podcast-Host*
  2. **Why are you listening to me? A motive typology of podcast listeners**  
*Warum hörst du mir zu? Eine Motivtypologie von Podcast-Hörern*
  3. **Let Me Share This: Exploring the Drivers of Online Sharing Behavior**
  4. **Video Content Marketing: Investigating How to Engage Consumers in Watching Your Video**
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**Bonding through podcasts: A qualitative study on the relationship between podcast listeners and podcast host**

***Verbunden durch Podcasts: Eine qualitative Studie über die Beziehung zwischen Podcast-Hörern und Podcast-Host***

The numbers of podcast listeners are ever-increasing and podcasts have become a popular media channel in the last decade to use for marketing purposes. Many podcast listeners subscribe to their favorite podcast shows and listen to them on a daily basis—developing a bond or relationship with the host. This master thesis analyzes the relationship between podcast listeners and podcast host and explores potential bonding effects with companies or brands. Therefore, qualitative interviews with long-term podcast subscribers shall be conducted on subscribers' perceptions of their relationship with podcast hosts. Theoretical and practical implications should be developed from the qualitative findings.

*Podcasts sind in den letzten zehn Jahren zu einem beliebten Medienkanal geworden, den man für Marketingzwecke nutzen kann. Die Zahl der Podcast-Hörer nimmt stetig zu. Viele Podcast-Hörer abonnieren ihre Lieblings-Podcasts und hören diese täglich, was dazu führt, dass sich eine Bindung oder Beziehung zwischen Hörer und Host entwickeln kann. Diese Masterarbeit analysiert diese Beziehung und untersucht mögliche Bindungseffekte mit Unternehmen oder Marken. Daher sollen qualitative Interviews mit langjährigen Podcast-Abonnenten durchgeführt werden, um deren persönliche Wahrnehmung hinsichtlich einer Zuhörer-Host-Beziehung zu erforschen. Aus den qualitativen Ergebnissen sollen theoretische und praktische Implikationen entwickelt werden.*

**Format:** Empirical paper, qualitative interviews / *Empirische Arbeit, qualitative Interviews*

**Advisor/ Betreuer:** [Alexander Mueller](#)

**Literature/ Literatur:**

Perks, Lisa Glebatis; Turner, Jacob S.; Tollison, Andrew C. (2019), "Podcast Uses and Gratifications Scale Development." *Journal of Broadcasting & Electronic Media*, 63 (4), 617–634.

Cocker, Hayley, and James Cronin (2017), "Charismatic Authority and the YouTuber: Unpacking the New Cults of Personality," *Marketing Theory*, 17 (4), 455-472.

Fournier, Susan, (1998), "Consumers and their Brands: Developing Relationship Theory in Consumer Research." *Journal of Consumer Research*, 24, 343-374.

Belk, R., & Edward Elgar Publishing. (2006). Handbook of qualitative research methods in marketing. Cheltenham u.a.

## Why are you listening to me? A motive typology of podcast listeners

### *Warum hörst du mir zu? Eine Motivtypologie von Podcast-Hörern*

The number of podcasts is constantly growing leading to podcast shows that cover almost any topic: News, celebrity gossip, educational or political podcasts, as well as entertainment formats with different speakers and guests from every part of society. Even some corporations have reacted to the trend and have created their own podcasts within various genres as a new way to interact with their customers. The different genres try to address the different motives of podcast listeners. This master thesis deals with the different motives of podcast listeners to listen and subscribe to podcasts. Qualitative in-depth interviews shall be conducted with podcast listeners to reveal universal and podcast format-dependent motives for the use of podcasts. Theoretical and practical implications should be developed from the qualitative findings.

*Die Zahl der Podcasts nimmt stetig zu und führt zu Podcast-Shows, die fast jedes Thema abdecken: Nachrichten, Klatsch und Tratsch, edukative oder politische Podcasts sowie Unterhaltungsformate mit verschiedenen Sprechern und Gästen aus allen Teilen der Gesellschaft. Sogar einige Unternehmen haben auf den Trend reagiert und eigene Podcasts als neue Art der Interaktion mit ihren Kunden erstellt. Diese Genres versuchen, die unterschiedlichen Motive der Podcast-Zuhörer anzusprechen. Diese Masterarbeit befasst sich mit den verschiedenen Motiven der Podcast-Hörer diese zu konsumieren bzw. zu abonnieren. Es sollen qualitative Interviews mit Podcast-Hörern durchgeführt werden, um universelle und podcastformatabhängige Motive für die Nutzung von Podcasts aufzudecken. Aus den qualitativen Ergebnissen sollen theoretische und praktische Implikationen entwickelt werden.*

**Format:** Empirical paper, qualitative interviews / *Empirische Arbeit, qualitative Interviews*

**Advisor/ Betreuer:** [Alexander Mueller](#)

#### **Literature/ Literatur:**

Cocker, Hayley, and James Cronin (2017), "Charismatic Authority and the YouTuber: Unpacking the New Cults of Personality," *Marketing Theory*, 17 (4), 455-472.

Perks, Lisa Glebatis; Turner, Jacob S. (2019), "Podcasts and Productivity: A Qualitative Uses and Gratifications Study." *Mass Communication and Society*, 22 (1), 96–116.

Braun, V., & Clarke, V. (2006), "Using thematic analysis in psychology." *Qualitative Research in Psychology*, (3), 77–101.

Belk, R., & Edward Elgar Publishing. (2006). Handbook of qualitative research methods in marketing. Cheltenham u.a.

**Let Me Share This: Exploring the Drivers of Online Sharing Behavior**

We are living in a connected world. The average adult spends 145 minutes per day on social networking. This shift to the virtual life is already reflected in the marketing practice where we now see experts taking into consideration ROI metrics such as likes, comments and shares of a post, a video, a picture. Numerous commercial posts have also gone viral over the last years. Researchers have recently started exploring why people comment on or share a post with their social network. Why do some posts go viral while others do not? Does it play a role if the creator of the post is an opinion leader? It is the aim of this thesis to provide a comprehensive overview of the literature in the field of digital marketing and opinion leadership and to identify applied and potential factors that influence virality. The insights from the literature analysis shall be empirically validated and advanced via social listening and/or consumer surveys before deriving implications for research and practice.

**Type:** Literature review, Qualitative textual analysis, Survey

**Advisor:** [Angeliki Kalogeraki](#)

**Literature:**

Han, Yue, Theodoros Lappas, and Gaurav Sabnis (2020), "The Importance of Interactions Between Content Characteristics and Creator Characteristics for Studying Virality in Social Media," *Information Systems Research*, 31 (2), 576–88, DOI: 10.1287/isre.2019.0903.

Tellis, Gerard J., Deborah J. MacInnis, Seshadri Tirunillai, and Yanwei Zhang (2019), "What Drives Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence," *Journal of Marketing*, 83 (4), 1–20, DOI: 10.1177/0022242919841034.

Torres, Pedro, Mário Augusto, and Marta Matos (2019), "Antecedents and outcomes of digital influencer endorsement: An exploratory study," *Psychology & Marketing*, 36 (12), 1267–76, DOI: 10.1002/mar.21274.

**Video Content Marketing: Investigating How to Engage Consumers in Watching Your Video**

The most famous video website, YouTube, had around 2.3 billion active users worldwide in January 2021 (Statista) making it a very powerful platform for reaching broader audiences. Positioning a product, a service or a brand through a short video has been for years a preferred promotion strategy. However, consumers nowadays have access to videos from different sources and in various forms making it harder to spark their interest. The aim of this thesis is to, first provide a comprehensive overview of the literature in the field of video content marketing and second to identify which type of content engage consumers in watching Internet and TV promotional videos via experimental research. Under which conditions do informational versus emotional videos have a stronger effect? Can a video change customer perceptions of a product or a brand? Finally, implications for marketing theory and practice shall be derived.

**Type:** Literature review, experiment

**Advisor:** [Angeliki Kalogeraki](#)

**Literature:**

Guitart, Ivan A. and Stefan Stremersch (2021), "The Impact of Informational and Emotional Television Ad Content on Online Search and Sales," *Journal of Marketing Research*, 58 (2), 299–320, DOI: 10.1177/0022243720962505.

Liu, Xuan, Savannah W. Shi, Thales Teixeira, and Michel Wedel (2018), "Video Content Marketing: The Making of Clips," *Journal of Marketing*, 82 (4), 86–101, DOI: 10.1509/jm.16.0048.

Thales Teixeira, Michel Wedel, and Rik Pieters (2012), "Emotion-Induced Engagement in Internet Video Advertisements," *Journal of Marketing Research*, 49(2), 144–59, DOI: 10.1509/jmr.10.0207