

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- TV Advertising Effectiveness
- Multiscreening
- Online Shopping Behaviour

TOPIC: TV ADVERTISING AND ONLINE SHOPPING BEHAVIOUR

Even though online advertising spending keeps increasing over the past years, with nearly half of US paid media ad spending going to digital channels in 2018 (eMarketer, 2018), TV advertising remains one of the most popular and well-studied advertising instruments with about \$71 billion in TV ad spending in 2020 in the US (Guttman, 2020).

In recent years though, mobile devices such as tablets and smartphones have changed consumer behaviour in various ways, also presenting new challenges and opportunities for the TV advertising industry. One phenomenon related to the emergence of mobile devices is so-called second screen usage, or mutliscreening. It has dramatically increased within the last years (Segijn et al., 2019) and describes a situation in which consumers no more watch TV in isolation, but rather use their second screen (i.e., their laptop, tablet or a smartphone) to browse and surf the Internet, search for products and services online, and purchase products and services online while watching TV.

Studies aiming to connect TV advertising and online shopping behaviour reveal that TV advertising increases the absolute number of visits to an online shop (Joo et al. 2014) and leads to an increased number of conversions (Liukonyte et al. 2015) in the time window directly after broadcasting a TV ad. The shopping behaviour of consumers who open a shop's website in response to a TV ad, versus the behaviour of those that visit the shop for another reason (e.g., searching for a specific product using a price search engine, or clicking on a newsletter link) is just starting to be investigated (Lambrecht et al., 2020).

The aim of this thesis will thus be to assess the differences between the online shopping behavior of TV-induced and non TV-induced customers, with a focus on one of the following customer revenue measures:

- 1) Shopping baskets value

2) Repeat purchases

The student will be given a set of visit-based online shop data provided by European online retailers running extensive TV advertising. The data covers customer activity on the shop's website.

LITERATURE & LINKS:

- Fossen, Beth L. and David A. Schweidel (2017), "Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity," *Marketing Science*, 36 (1), 105–23.
- Joo, Mingyu, Kenneth C. Wilbur, Bo Cowgill, and Yi Zhu (2014), "Television Advertising and Online Search," *Management Science*, 60 (1), 56–73.
- Joo, Mingyu, Kenneth C. Wilbur, and Yi Zhu (2016), "Effects of TV advertising on keyword search," *International Journal of Research in Marketing*, 33 (3), 508–23.
- Lambrecht, Anja, Catherine E. Tucker, and Xu Zhang (2020), "Does TV Advertising Increase Online Sales: The Role of Inter-temporal Substitution," *SSRN Electronic Journal*.
- Liaukonyte, Jura, Thales Teixeira, and Kenneth C. Wilbur (2015), "Television Advertising and Online Shopping," *Marketing Science*, 34 (3), 311–30.
- Segijn, Claire M. and Martin Eisend (2019), "A Meta-Analysis into Multiscreening and Advertising Effectiveness: Direct Effects, Moderators, and Underlying Mechanisms," *Journal of Advertising*, 48 (3), 313–32.
- Shapiro, Bradley, Günter Hitsch, and Anna Tuchman (2020), "Generalizable and Robust TV Advertising Effects," Cambridge, MA: National Bureau of Economic Research, w27684.
- Tirunillai, Seshadri and Gerard J. Tellis (2017), "Does Offline TV Advertising Affect Online Chatter? Quasi-Experimental Analysis Using Synthetic Control," *Marketing Science*, 36 (6), 862–78.

SUPERVISOR:

- Alicja Grzadziel: <https://www.wu.ac.at/en/imsm/about-us/team/alicja-grzadziel>
- Prof. Dr. Nadia Abou Nabou: <http://www.wu.ac.at/imsm/team/abounabout/en/>

APPLICATIONS:

Applications with CV and transcript of records should be sent to Alicja Grzadziel (alicja.grzadziel@wu.ac.at).