

M.Sc.-Seminar SS 2023: Empirical Analyses of Consumer Behavior

Dates: Tuesday, 31.01.23 (6.00 PM – 9.00 PM; University of Hamburg): Kickoff-meeting (Room: Morweeidenstraße 18, 0005.1)
Friday, 10.03.23 (4.00 PM – 9.00 PM; Virtual): Feedback workshop Research design
Tuesday, 04.04.23 (6.00 PM – 9.00 PM; Virtual): Feedback workshop Data analyses 1
Wednesday, 05.04.23 (6.00 PM – 8.00 PM; Virtual): Feedback workshop Data analyses 2
Friday 28.04.23, 12 noon: Deadline submission seminar reports
Saturday, 06.05.23 (8.00 AM – 6.00 PM; University of Hamburg): Seminar conference (Room: Morweeidenstraße 18, 0005.1)

Lecturer:

Prof. Dr. habil. Oliver Schnittka (University of Southern Denmark)

Purpose:

The purpose of the course is to provide opportunities for the students to work in depth with a topic of own choice within consumer behavior that currently receives much attention from science as well as from the public discourse. Specifically, students should develop a research question of high managerial relevance and answer this research questions by conducting an own empirical consumer survey (e.g., targeting customers of products and services). Based on quantitative data analyses, the students should provide implications for how the observed consumer behavior might influence the decision-making of managers, public authorities, politicians etc. in the future. The course explicitly focuses on a) enhancing and deepening knowledge about relevant scientific literature, theories and market research methods in the field of consumer behavior, b) enhancing skills in identifying and analyzing relevant scientific literature, setting-up of quantitative surveys and collecting and analyzing data with well-established market research methods, as well as embedding the obtained results in existing scientific literature, as well as c) qualifying the competence of students to handle advanced scientific problems and reflect upon them in a scientific paper (independent academic problem-solving and communication) and to present the report to an academic audience.

Content/Agenda:

The purpose of the subject is achieved by the fact that the subject contains the following area of study:

- Identification and formulation of a topic of interest fitting under the scope of the seminar
- Identification and evaluation of relevant literature on a high academic level
- Setting-up an own quantitative survey of consumers (e.g., targeting customers of products and services)
- Collecting and analyzing data with well-established market research methods, as well as embedding the obtained results in existing scientific literature
- Deriving implications for how the observed consumer behavior might influence the decision-making of managers, public authorities, politicians etc. in the future.
- Academic discussion and constructive feedback
- Presentation of results and the support for these results in a report on a high academic level

Literature:

The literature is identified and chosen by the student and approved by the lecturer of the course

Organisation of the course:

The course will include four workshops of in total 23 hours. Latest two weeks after the kickoff-workshop, each group of students has to define a research question of interest in the area of consumer behavior which has to be approved by the lecturer. During the kickoff-workshop, students will be equipped with necessary background information on structuring an empirical seminar report, research design development, data collection, and data analyses. Additionally, students will be allocated to seminar groups during the kickoff-workshop. The first feedback workshop will give students the opportunity to present a status-quo on their literature review, hypotheses framework, research design, and questionnaire draft which will be followed by intensive feedback and discussion afterwards. During the second feedback workshop, students will present their status-quo on data analyses which will be followed by intensive feedback and discussion afterwards again. Each seminar group needs to present at both feedback workshops. Between the different workshops, intensive supervision is offered by the lecturer. During the final seminar conference, each group of students is presenting their report followed by an intensive class discussion afterwards.

Form of instruction:

The course is taught in English. The written report and the student presentation must be taken in English as well.

Exam:

The exam will consist of two parts: The submission of a group seminar report in March as well as a group presentation at the seminar conference in April.