



Research Vacation Scholarships 2014

Find a new perspective this summer

Projects available in the Ehrenberg-Bass Institute for Marketing Science
www.unisa.edu.au/Research/Ehrenberg-Bass/

Project title: *What is the value of advertising on different media platforms? A comparison of CPMs across the media industry*

CPM (Cost per Mille) is one of the key metrics in media planning used to measure the cost of reaching 1000 viewers with an ad. CPM can be used to compare the cost of advertising on different media platforms (i.e. TV vs. print vs. online vs. outdoors) and reflects what the “advertising market” will pay. This reflection of market value indicates the relative worth of advertising on one platform versus another; it is this value that we are interested. The aim of the project is to document the value of different media platforms as judged by the “advertising market”. While CPM is typically compared across different media vehicles within a media platform (for example, Channel 7 “House Rules” vs. Channel 9 “The Block”), however there is a need to explore the different CPMs across platforms. A related issue is to explore the variety of assumptions and definitions used to describe CPM across different media platforms (TV vs. print vs. online vs. outdoors).

This project is part of a wider research agenda at the Ehrenberg-Bass Institute to understand the value of advertising on different media platforms. For example how much is 1 exposure on TV worth vs. one exposure on radio. Data are to be collected across different publicly available sources as well as from the Institute’s corporate sponsors and partners.

The topic aims to answer questions such as:

- What is the value of CPMs across different media platforms (i.e. TV vs. radio vs. online video, etc.)? How different are they?
- What is the value of CPMs across different vehicles (i.e. TV show) within a media platform (i.e. TV)?
- What are the assumptions made in calculating CPMs across different media platforms?

The Vacation Scholar will be expected to conduct the following:

- Literature search and review on the topic of media
- Quantitative description of the number / type of ad units available with and across media platforms
- Quantitative analysis of the data collected and potentially collect further data under supervision
- Writing of main findings

The project aims to:

- Publish an article in a marketing practitioner publication on the topic
- The vacation scholar’s work will also form part of a longer form academic journal article or conference paper, in which they may be included as a co-author depending on contribution

If you are interested in this project please contact:

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Project title: *How much attention do consumers really pay to price? An eye-tracking investigation.*

Pricing is arguably the most influential tool available to marketers. When prices are changed, changes in sales can be immediately observed. However, our understanding of just how and when consumers use price information is quite limited. Prior studies indicate that consumers have very poor memories of past price paid, and many customers cannot even recall the price of a product they just picked off a supermarket shelf (Dickson & Sawyer, 1990; Vanhuele & Dreze 2002)!

This project is part of a wider research agenda at the Ehrenberg-Bass Institute to understand the role of price in consumer behaviour. In September, researchers will be conducting eye-tracking research of shoppers in supermarkets.

This summer vacation topic involves using this data to answer questions such as:

- How many consumers look at price?
- How many prices do consumers look at before making their choices?
- Do consumers look at unit price (e.g. \$per100ml)?
- What categories draw the most and least attention to price?

The Vacation Scholar will be expected to conduct the following:

- Literature search and review on the topic of attention/memory of price
- Quantitative analysis of eye-tracking data
- Writing of main findings

The project aims to:

- Article aimed to be published in a marketing practitioner publication
- The vacation scholar's work will also form part of longer form academic journal article/conference paper, in which they may be included as a co-author depending on contribution

If you are interested in this project please contact:

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Project title: *Chewing the fat – are consumers more loyal towards healthy brands?*

The world continues to grow – not just in terms of population but also the waistlines of its people. Recent statistics show that one in five Australians, one in four English and an incredible one in three Americans are now obese (Monash Obesity and Diabetes Institute, 2013; Health & Social Care Information Centre, 2014; Centers for Disease Control and Prevention, 2012). As a result, brands are releasing ‘healthier for you’ alternatives – for example sugar free or reduced fat. What impacts do these healthier alternatives have upon the market structure and consumer buying behaviour? Do these healthier brands enjoy higher loyalty than their less healthy counterparts?

The Vacation Scholar will be expected to conduct the following:

- Conduct a literature review on Double Jeopardy (McPhee, 1963), Duplication of Purchase (Goodhardt & Ehrenberg, 1969) and Nutrition Claims and Nutrition information on the pack (Campos, Doxey, & Hammond, 2010).
- Collect (using Internet and packaging data bases) information about Nutrition content and Nutrition claims as shown on the packaging of products/brands selected for analysis.
- Analyse brand loyalty and customer sharing UK panel data. This will involve: PowerView, Dirichlet, DOPAS (Duplication of Purchase Automation Software) and SPSS (Statistical Package for the Social Sciences).

The project aims to:

- Complete a draft of a literature review.
- Collect relevant brand nutritional information.
- Analyse and report on the results for a minimum of two product categories.

There is a potential for co-authorship on an ANZMAC (Australian & New Zealand Marketing Academy Conference) paper and a health-marketing journal publication (dependent on student contribution). This project will suit a student with the interest in fast moving consumer goods, nutrition and health trends, and keen eye for detail and quantitative analysis.

Academic References:

Campos, Sarah, Doxey, Juliana, & Hammond, David. (2010). Nutrition labels of pre-packaged foods: a systematic review. *Public Health Nutrition*, 11.

Goodhardt, G.J., & Ehrenberg, A.S.C. (1969). Duplication of television viewing between and within channels. *Journal of Marketing Research*, 6(May), 169-178.

McPhee, William N. (1963). *Formal Theories of Mass Behaviour*. New York: The Free Press of Glencoe.

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Project title: *What causes the 'Backfire Effect'?*

The 'Backfire Effect' refers to a specific finding in the political/marketing/psychology literature. That finding is that when people with very strong beliefs about an event or issue are presented with facts that clearly refute their beliefs, rather than diminishing those beliefs (or even having no effect on their beliefs), those beliefs become stronger. This is highly counter-intuitive and highlights how hard it is to dissuade people from strong erroneous beliefs. The relevance of this topic is that there are people in the community who have such strong beliefs about important issues such as: vaccinations (being harmful), fluoridation of water (being harmful), racial differences (superiority of some groups), causes of crime (blaming specific demographic groups), among others. Being able to understand why these beliefs only become stronger when facts are presented will allow us to understand how these beliefs are persisting in the community and how better interventions can be developed.

The theoretical background to this research will be based in confirmation bias. It is believed that the backfire effect is an extension of confirmation bias. Numerous possible causes could drive the persistence of these beliefs though, such as personal life events (traumatic experience with this issue before), social dynamics (a sense of defending oneself as a minority), and personality type. Therefore additional theory specific to each possible cause will also be relevant.

This project will form a part of a wider stream of research. The Vacation Scholar would be expected to develop and run one research study to test one of the possible causes of the backfire effect. The student will need to do a review of the literature relating to that cause and consider how it may be leading to the backfire effect. Based on that we can develop a specific research question to test that link. The research method may employ surveys or social experiments. The Scholar would be expected to analyse the results (with support) and write up their findings.

As this is a single project in a larger stream this particular project may or may not discover the cause of the Backfire Effect. The student will be included in any journal articles that use the research they undertake, gaining them an academic publication. The student will also gain invaluable experience with research methods and academic research practice.

If you are interested in this project please contact:

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Project title: *Disability Employment*

This project develops student quantitative analysis skills using survey data from a longitudinal tracking study of people with disability to answer the question do all people with disability put the same effort into overcoming their barriers to employment?

This project develops student quantitative analysis skills using telephone data from employers and their local workforce to answer the question do employer-workforce perspectives of interactions with PWDs align accurately to prevent mainstream employment opportunities for people with disability.

If you are interested in this project please contact:

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Project title: *Response to Research*

This project develops student quantitative analysis skills using survey data from a longitudinal tracking study of people with disability to answer the question does research really give hope to people with disability? (If not what does it do?).

If you are interested in this project please contact:

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