

# BACHELOR THESIS

## KEYWORDS

- Retail Media Marketing
- Digital Out-of-Home (DOOH)
- Customer Journey Analytics
- Omnichannel Marketing

## TOPIC: THE EFFECTIVENESS OF RETAIL MEDIA ADVERTISING: ANALYZING THE INTEGRATION OF ONLINE AND OFFLINE CHANNELS FOR ENHANCED CUSTOMER ENGAGEMENT

As digital advertising continues to evolve, retail media has emerged as a powerful new channel that bridges the gap between online and offline shopping experiences. This form of advertising, which includes both digital out-of-home (DOOH) displays in physical stores and targeted advertisements on e-commerce platforms, has shown significant potential for reaching consumers at or near the point of purchase. Recent studies indicate that retail media networks are growing at an unprecedented rate, with global retail media advertising spending expected to increase substantially in the coming years (Forrester, 2023). Understanding the effectiveness of different retail media channels and their impact on consumer behavior is crucial for developing successful marketing strategies in this emerging field.

This thesis aims to investigate the effectiveness of retail media advertising in online and offline channels and their impact on customer engagement and purchase decisions. You can choose from one of the following settings to study the above research question (or come up with your own):

### **Example 1:** DOOH Display Ad Performance Analysis via Field Data Collection

A quantitative field data collection will be conducted independently by the student to analyze DOOH display effectiveness in retail environments. The student will personally collect data through structured surveys at retail locations (targeting 100-200 respondents) without requiring company partnerships or external funding. The research will use regression analysis to measure ad recall rates, purchase intent changes, and display attention metrics. This study will provide empirical evidence of the impact of DOOH advertising while working with self-collected data. This study can be done in groups as well.

### **Example 2:** Consumer Attitudes Towards Online Retail Media Advertising via Online Survey

A comprehensive online survey will be independently designed and distributed by the student through free survey platforms (targeting 200-300 respondents) to examine consumer attitudes and responses to online retail media. No external data sources or company partnerships are required. The study will investigate the effectiveness of ad formats (banners, sponsored products, native ads), consumer response metrics (click-through intention, purchase consideration), and attitude measurements using multiple regression analysis. This research will provide valuable insights into consumer preferences and behavior in online retail media environments based entirely on primary data collected by the student.

**All theses at our institute must be based on empirical evidence and include at least a small quantitative analysis. That is why you should be comfortable with programming and quantitative methods (webscraping, using APIs, statistical analysis), or be willing to learn how to do that.**

## LITERATURE & LINKS

Reinartz, W., Wiegand, N., & Imschloss, M. (2019). The impact of digital transformation on the retailing value chain. *International Journal of Research in Marketing*, 36(3), 350-366.

Wilson, R. T. (2023). Out-of-Home advertising: A systematic review and research agenda. *Journal of Advertising*, 52(2), 279-299.

Wilson, R. T., Baack, D. W., & Till, B. D. (2015). Creativity, attention and the memory for brands: an outdoor advertising field study. *International Journal of Advertising*, 34(2), 232-261.

<https://www.forrester.com/press-newsroom/forrester-top-10-emerging-technologies-2023/>

[https://www.youtube.com/watch?v=Z8OgclvhnDs&ab\\_channel=InteractiveAdvertisingBureauEurope](https://www.youtube.com/watch?v=Z8OgclvhnDs&ab_channel=InteractiveAdvertisingBureauEurope)

## SUPERVISORS

- Isin Acun: <https://www.wu.ac.at/en/imsm/about-us/team/isin-acun/>
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## HOW TO APPLY

You can apply for this topic by filling in the **application form** (available [here](#)) and sending it to Isin Acun (isin.acun@wu.ac.at).