Field Experimentation in Marketing Research*

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Abstract. Despite increasing efforts to encourage the adoption of field experiments in marketing research (e.g., Campbell 1969; Cialdini 1980; Li et al. 2015), the majority of scholars continue to rely primarily on laboratory studies (Cialdini 2009). For example, of the 50 articles published in Journal of Marketing Research in 2013, only three (6%) were based on field experiments. The goal of this talk is to motivate a methodological shift in marketing research and increase the proportion of empirical findings obtained using field experiments. The speaker begins by making a case for field experiments and offers a description of their defining features. She then demonstrates the unique value that field experiments can offer and concludes with a discussion of key considerations that researchers should be mindful of when designing, planning, and running field experiments.

Keywords: marketing research, field experiments, lab experiments

Short Bio

Dr. Gneezy’s research has been published in leading academic journals, including Science, PNAS, the Journal of Marketing Research, Marketing Science, the Journal of Personality and Social Psychology, and the Journal of Consumer Research, and was featured by top media outlets such as The Wall Street Journal, The New York Times, Scientific American, The Huffington Post, and The Atlantic.

Her research addresses a wide variety of questions pertaining to consumer behavior such as behavioral pricing, prosocial behavior & charitable giving, social preferences (e.g., promise accounting, negative reciprocity, fairness), and factors affecting individuals quality of life. In her research, Dr. Gneezy collaborates with both small (e.g., a local winery) and large (e.g., Disney) firms and organizations, allowing her to conduct field experiments and test her predictions in “the wild.” She is the co-founder and faculty director of the Rady School of Managements US-Israel on Innovation & Economic Sustainability (USIC), and the Center for Social Innovation & Impact (CSII).

References


* This talk is based on the speaker’s journal paper [1]