

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 Management's US-Israel on Innovation & Economic Sustainability (USIC), and the Center for Social Innovation & Impact (CSII).

References

1. Gneezy, A.: Field experimentation in marketing research. *Journal of Marketing Research* **54**(1) (2017) 140–143

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