

Current Master Thesis Topics

This is a selection of potential topics regarding a master thesis at the Chair of Marketing and Consumer Behavior.

- Choice modelling using Bayesian approaches
- Application of conjoint analysis to determine willingness to pay
- Consumer responses to nutritional value information
- To bundle or not to bundle: Determinants of profitability of price bundling strategies
- “Transition Points” in the lives of consumers and their influence on patterns of consumption
- Soft-control and nutrition labels
- Shopping cart analysis for healthy foods
- Dual processing models of consumer decision making
- The role of nutritional information in food choice
- The influence of social media on purchasing healthy foods
- Meat substitution through insect consumption