



Topics for the Bachelor thesis– summer term 2023

General information

- Below you will find an **overview of topics** from which you can select your preferred topics for your Bachelor thesis.
- Please select at least four topics and prioritize them (→ indicate topic number and title) in your CV together with the usual information.
- We will do our best to consider your prioritizations as much as possible.
- Students who have indicated our research group as priority 1 will be given preference in the allocation of topics.
- **The specific design of the topic will be discussed in the individual meetings with your supervisor.**
- The papers should preferably be written in English – writing in German is also possible.
- The topics are subdivided into those that are more a) practice-oriented b) theory-oriented or c) both practice- and theory-related

Topics for the Bachelor thesis

a) Topics with a focus on business practice

1. Which Websites Work? – Creation of a comprehensive website quality checklist by integrating existing scales

Understanding why certain website designs perform better than others is critical for e-commerce vendors trying to outperform their competitors. Existing website quality scales may not be detailed enough to translate directly into website design changes, and many practitioners use best practices that do not necessarily relate to website quality scales from the academic literature. Therefore, the goal of this study is to integrate website quality scales from the academic literature and checklists from business practice into a comprehensive and applicable measure.

2. HR marketing and employer branding as a weapon in the war for talent

The shortage of skilled labour is on everyone's lips and is a constant problem for companies of all shapes and sizes. Competition is now so drastic that there is talk of a "war for talent". The aim of this paper is to use the existing literature to summarise and derive strategies and measures that can help a company overcome the fundamental problem from a marketing perspective.



3. Location-based marketing in stationary trade - opportunities and risks

Location-based marketing is a useful way for retailers to combine online and offline marketing. In addition to the opportunities offered by the topic, there are also risks. For example, data protection and the privacy of the recipients. This topic is intended to compare the advantages and disadvantages and to show examples of use.

b) Topics with a focus on theory

4. Impact of Personalization on Conversion Rate

Personalization consists of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals. A wide variety of organizations use personalization to improve customer satisfaction, digital sales conversion, marketing results, branding, and improved website metrics as well as for advertising. The goal of this thesis is to evaluate and present the influence of different personalization variants on the conversion rate with the help of a literature research.

5. Efficiency and effectiveness of chatbots from a company perspective

Companies can benefit from the use of chatbots in various areas. The best-known factor in this context is the saving of costs and personnel in the area of customer support. But there are other ways businesses can benefit from a chatbot, such as impact on conversion rates, for internal training and process, etc. The aim of this thesis is to find and present information on the effectiveness and efficiency of the use of chatbots in a corporate context with the help of a structured literature research.

6. Effects of Humanizing Chatbots

There are different ways to implement chatbots, for example, they can be purely task-oriented. On the other hand, chatbots are often "humanized" by the help of a human name or avatar, for example. This can trigger both positive and negative effects on the user. The aim of this thesis is to analyze and present relevant literature in this context. The effects of such "humanization" will be examined and compared with other types of chatbots (e.g. task-oriented).

7. Influencer Marketing – A Review on Social Media Influencers on Instagram, TikTok, Twitch and YouTube

Influencer Marketing is one of the most important marketing trends worldwide and describes commercial collaborations between companies and social media influencers (SMI). These SMI operate on social networks like Instagram, Twitch, TikTok etc. and reach a large audience through their posts. The field is very broad and comprises (among others) the beauty, fitness and fashion industry as well as the event, travel and gaming industry. This literature review aims at summarizing the current body of knowledge through a systematic literature review (e.g. summary of platforms considered, types of influencers studied, methods used, countries investigated etc.).



c) Topics with a focus on theory and practice

8. More Media, More Money? Studying The Impact of Media Types in E-Commerce

Information on a website can be displayed in multiple ways ranging from simple formats such as pure text to media objects and text-media-combinations. Moreover, media objects can also be divided into simple formats like images and videos to more advanced technologies such as 3D elements, augmented reality (AR) and virtual reality (VR). The goal of this thesis is to provide an overview of the literature on this topic and to conduct a simple experiment in which different media settings are evaluated. For example, the perceived website quality, purchase intention or perceived risk could be measured while varying the amount or type of media objects shown. The website needed for the experiment will be provided to the student and no programming expertise is required.

9. Color Usage in Marketing and E-Commerce

Color usage on websites is often heavily restricted to match the corporate identity of the company running the website. Moreover, colors can have special meanings in different cultures. For example, warm and cool colors are perceived differently in Germany and Taiwan. This raises the question if being more flexible in terms of color usage can provide benefits outweighing the negative consequences of not strictly following the corporate identity or cultural expectations. The goal of this thesis is to first analyse studies dealing with color usage in marketing and e-commerce. Subsequently, a simple experiment to study consumer reactions toward a website or advertisement shown in different colors will be conducted. The website needed for the experiment will be provided to the student and no programming expertise is required.

10. Are We Being Manipulated Daily? Dark Patterns and Social Influence in Marketing

Why is it sometimes harder to log out than to log in? What is the idea behind the wording in cookie acceptance popups? Where does this additional item in my basket come from? Those are only some of the possible questions that relate to so called “dark patterns” found in websites, webshops and digital platforms. These patterns refer to specific designs that can indirectly affect the way we use a page and therefore influence our behavior as consumers. The goal of this thesis is to summarize research on this topic and to compare different websites regarding their usage of these patterns. Students interested in the psychological aspects of marketing are particularly well-suited for this topic.

11. Content Analysis of Social Media Data

Millions of posts get uploaded to social media networks on a daily basis. Companies can, for example, spread information or advertise products through their content. This results in companies being interested in maximizing the effectiveness of each image or video uploaded to the respective platform since marketing budgets are limited. Effectiveness can be measured in terms of engagement reached (e.g. likes or comments on a post). This thesis aims at discovering characteristics of successful posts based on the analysis of a real-world dataset of social media posts. The dataset needed for the analysis will be provided to the student and the student can freely decide which accounts or industries to analyse.



12. Influencer Marketing in Non-Commercial Settings

Social Media Influencers can reach millions of users with their posts on Instagram, Facebook, TikTok or YouTube and often collaborate with companies to promote products or services. However, influencers also increasingly engage in non-commercial activities (e.g. participating in campaigns against hate online or to promote sustainable behavior/products). The goal of this thesis is to investigate how consumers react to such activities and if differences exist between different types of influencers (Instagram vs. YouTube, small accounts vs big accounts etc.).

13. Consumption preferences for (un)sustainable products

Imagine the following situation: You like to eat beef. However, you are aware that this product poses major sustainability problems (e.g., greenhouse gas emissions). Imagine that you are at home, and you are thinking about what to cook tomorrow. Would you put beef on your shopping list? Now imagine you are at a restaurant and see beef burgers on the menu. Would you order a burger now? If your answers to these two questions are different, then your preferences for unsustainable consumer goods may be different at home than at the restaurant. In this paper, you will explore consumption preferences for (un)sustainable products. How do consumption preferences differ depending on the stage of the purchasing process or the duration until a product is consumed? Why do these distinctions exist? What can be done to make consumers more likely to choose the more sustainable product option in the purchase process?

14. Drivers and barriers of virtual reality and metaverse adoption from a marketing perspective

For several years now, virtual reality and augmented reality have become increasingly present. Especially with the announcement of the metaverse, the topic has become increasingly popular among consumers and businesses. The rapidly evolving technological improvements in hardware are one of the reasons why digitized 3D reality is expected to become a major Internet medium. The metaverse can be used to shop, socialize, or interact with brands. The rise of these technologies may fundamentally affect consumer behavior, such as how consumers make purchase decisions or how they build relationships with brands. The goal of this paper is to elaborate factors (e.g., psychological and sociological factors) that may promote or hinder the adoption of the metaverse in a marketing context.

15. The influence of brand personality on perceived corporate sustainability

Companies are increasingly responding to pressure from society to assume social responsibility and are implementing this, for example, through corporate social responsibility (CSR) initiatives. In doing so, the communication of sustainability initiatives can cause distrust among consumers and be perceived as greenwashing. The aim of this thesis is to investigate the extent to which brand personality influences consumer perceptions of corporate sustainability. What aspects of brand personality make consumers more likely to trust the brand in terms of sustainability? Based on a structured literature analysis, implications for companies will eventually be worked out.



16. B2B Marketing - Online vs Offline

Over the years, various offline and online marketing techniques have been developed, which the B2B environment also likes to use. The aim of this work is to collect and compare the different possibilities. Which measures are particularly suitable in which cases? What risks do they involve? Which ones can best be combined with each other?