



## Topics for the Bachelor thesis– winter 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.

### Topics for the Bachelor thesis

#### 1. Usage of generative artificial intelligence in marketing

The goal of this thesis is to investigate the potential of (generative) artificial intelligence tools (e.g., ChatGPT, Midjourney, deepfake tools, voice AI) in a marketing context. For example, the student can create social media captions or website images and compare their effectiveness through an empirical study. The final focus of the thesis will be discussed with the supervisor.

#### 2. Comparing E-Commerce Landingpages

The goal of this thesis is to compare the design elements used by popular webshops (e.g., Amazon, Otto, H&M, Mediamarkt, Zalando, Shein). The dataset will be provided to the student. Exemplary topics of interest include, for example, the usage of popups, media elements, amount of text and text characteristics, offers and “dark patterns” like manipulative cookie consent banners. Ultimately, the landing pages can then be evaluated using established website quality frameworks such as WebQual.

#### 3. 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.



#### **4. Much more than mere endorsers – Analysing social media influencer products, projects and brands**

Social media influencers promote products on platforms such as Instagram, YouTube, or TikTok by posting about them in their stories or displaying them within livestreams and their regular content feed. However, many influencers do much more than simply endorsing products. Many of them started to create their own businesses and launch their own products. The goal of this study is to investigate this phenomenon within an empirical study (e.g., via survey data).

#### **5. Designing effective social media giveaways**

Social media giveaways are a very popular post format on social media. Oftentimes, a specific prize (e.g., a 100 dollar coupon) is offered and some participation requirements are defined (e.g., liking or commenting a post). The goal of this study is to investigate the effective design of social media giveaways, for example via a content analysis of real giveaways or an experimental study. The final focus of the study will be discussed with the supervisor and depend on the interests of the student (e.g., data analysis vs. psychological focus).

#### **6. Social media data analysis- The state of the art and application on real world datasets**

Engagement with social media posts can be analysed in various ways. For example, data can be coded manually (e.g., content focus) or automatically (e.g., via text analytics or image classification algorithms). The goal of this thesis is to first conduct a brief review of the current state of the art of this field and to apply some of these techniques to real world data. The dataset will be provided with the student and accounts to be analysed discussed with the supervisor.

#### **7. 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.

#### **8. 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.).



## **9. Effective E-Commerce Presences**

Websites use different elements and techniques to react to the user behavior and drive sales. This is important since it is impossible to know which design elements and functions will lead to the best results without studying the data generated by website users. Potential questions in this regard could include: How can sales and sales intentions be driven? The goal of this thesis is to structure current approaches for (dynamic) website optimization (e.g. example goal bars in shopping carts and incentives) and to conduct an experiment on an experimental / real website (decided via discussions with the research group). Prior experience in webdesign/web development is not mandatory. However, students should be interested in learning how to program during the course of the thesis. Guidance in this regard will, of course, be provided.

## **10. AI enhanced Image presentations: An In-depth Exploration of the effects of ai enhanced product images on the Users Behavior**

The fast-evolving realm of AI-generated content delivers a lot of potential for marketers. The goal of this thesis is exploring the question - do users perceive such content as artificial and can AI enhanced image deliver measurable effect? And if yes, what effects does this show on the behavior? The key focus will be to discern when changes in the product images are effective. By pulling from a variety of studies and findings, we aim to contribute valuable insights into the dynamic interplay between AI technology and consumer perception in digital content.

## **11. 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?

## **12. 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.



### **13. Sustainability content analysis in a social media context**

With the increasing importance of sustainability and the widespread use of social media platforms, it is crucial to understand how organizations communicate their sustainability efforts through these channels. The objective of this study is to conduct a comprehensive analysis of sustainability-related content shared on social media platforms. By examining the types of sustainability content, the messaging strategies employed, and the audience engagement levels, this research aims to provide insights into the effectiveness and impact of sustainability communication in the digital context.

### **14. What is modern luxury?**

Many luxury items are very loud and obvious: jewellery, an expensive car or even a villa are hard to miss. But does that still meet people's taste today? What exactly is luxury today? Is time and quality of life modern luxury? The aim of this thesis is to make the concept of luxury more comprehensible by means of a comprehensive literature analysis. An experiment will then clarify the question: What is luxury and how can it be described?

### **15. Opportunities and risks of artificial intelligence in marketing**

This bachelor thesis examines the opportunities and risks of using artificial intelligence (AI) in marketing. The aim is to conduct an analysis of current literature in order to develop an in-depth understanding of the potentials and challenges of AI in the marketing context. The work considers various aspects, such as AI-driven data analysis and prediction, personalisation of marketing activities, automation of processes, chatbots and virtual assistants, optimisation of customer interaction, as well as ethics and data protection in the context of AI in marketing. By identifying research gaps, new questions and challenges for future studies will also be highlighted. In addition, use cases and best practices from the field are examined to present concrete examples of the successful use of AI in marketing. The work contributes to broadening the understanding of the possibilities and limitations of AI in marketing and provides companies with valuable insights for the strategic use of this technology.

### **16. Content Analysis of Luxury Brands: An Investigation of Brand Communication on Digital Platforms**

This bachelor thesis examines the brand communication of luxury brands on digital platforms. The aim of the thesis is to analyse the content provided, the communication styles and the visual elements in order to identify the strategic direction and the similarities and differences between luxury brands. The results provide valuable insights for future marketing strategies and digital content design of luxury brands.

### **17. Sustainability in the Luxury Sector: Opportunities and Challenges for Transformative Change**

This seminar paper explores the relationship between luxury and sustainability and analyses the opportunities and challenges for sustainable transformation in the luxury sector. The luxury market has traditionally been associated with a focus on exclusivity and consumption, but in recent years there has been a growing awareness of environmental and social impacts.



The paper first explores the meaning and definition of sustainability in the context of the luxury sector and analyses existing approaches and initiatives to promote sustainability in the industry.