

Topics for the Bachelor seminar – winter term 2025/26

General information

- Below you will find an **overview of topics** from which you can select your preferred topics for your Bachelor seminar.
- 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 chair 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 seminar

1. The Role of Query Recommender Systems in Shaping Consumer Choice in Online Marketplaces: A Systematic Literature Review

This seminar paper will systematically review existing literature on query recommender systems and their impact on consumer behavior, including search patterns, consideration set formation, and purchase decisions in various online contexts (e.g., e-commerce, food delivery, streaming). The paper will synthesize findings on benefits (e.g., discovery, sales) and potential drawbacks (e.g., filter bubbles, decision overload).

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

2. Engaging the Audience vs. Engaging with the Product: A Literature Review on Measuring Ad Effectiveness in Influencer Marketing

This seminar paper reviews literature on how ad engagement is conceptualized and measured in influencer marketing. It will explore the distinction between general content engagement (e.g., likes, views, comments related to the influencer's personality or narrative) and specific product-focused engagement (e.g., attention to product features, interest in product benefits). The review will synthesize research on which types of engagement are more closely linked to brand outcomes like recall, attitude change, and purchase intent.

- Literature review: **yes**

- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

3. The "Implicit Price" of Free Digital Services: A Review of Consumer Perceptions, Tolerance, and Behavioral Responses to Advertising

This seminar paper explores the concept of advertising as an "implicit price" consumers pay for accessing "free" digital content and services. It will review literature on how consumers perceive this non-monetary cost, their psychological tolerance for different levels and types of advertising, how this perceived cost influences their platform engagement and loyalty, and their decision-making process when considering upgrading to paid, ad-free alternatives.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

4. Consumer Responses to Perceived "Mistargeting" in Online Advertising: A Review of Attitudinal and Behavioral Consequences

This seminar paper reviews literature on consumer reactions when they perceive advertisements as being inaccurately targeted or "mistargeted." It will explore the range of responses, from annoyance and amusement to privacy concerns and negative brand attitudes, and synthesize findings on how such experiences influence their trust in advertising, engagement with ads, and perceptions of the advertising platform or firm.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

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- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

6. Shipping Fees in E-Commerce: A Systematic Literature Review on Consumer Perception and Pricing Strategies

This seminar paper presents a systematic literature review on the role of shipping fees in shaping consumer behavior and perceptions in online shopping. Rather than focusing solely on cart abandonment or purchase decisions, the paper emphasizes how different pricing strategies—such as free shipping, threshold-based free shipping, and dynamic shipping costs—are perceived by consumers and the psychological mechanisms behind these reactions. The goal is to provide a deeper understanding of how shipping fees can be strategically used to improve customer loyalty and drive sales performance in e-commerce.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

7. Pick Your Price in E-Commerce: A Systematic Literature Review on Consumer Reactions and Strategic Applications

This seminar paper systematically reviews existing literature on the "Pick Your Price" (PYP) pricing model in digital commerce, where consumers are allowed to set or influence the price they pay for a product or service. The focus is on how consumers perceive and engage with this self-determined pricing approach, with particular attention to psychological factors such as perceived fairness, altruism, and trust, as well as behavioral intentions like willingness to pay and word-of-mouth effects. The paper explores the conditions under which PYP can enhance customer engagement, foster loyalty, and potentially increase revenues. It also examines strategic implementation practices that help businesses minimize risks such as price undercutting. The aim is to derive actionable insights for e-commerce companies considering PYP as an innovative and customer-centric pricing strategy.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

8. Building Consumer Trust in Artificial Intelligence

With the growing use of Artificial Intelligence (AI) in marketing, understanding how consumers perceive and trust these technologies has become increasingly important. Trust is considered a key factor influencing the acceptance and use of AI-driven applications. Based on a systematic literature review, this seminar paper aims to synthesize current research on consumer trust in AI. By providing a structured overview of the existing body of knowledge, the paper seeks to highlight potential gaps and future research directions in the field.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

9. Brand Authenticity through the Eyes of Consumers

As consumers increasingly seek genuine and meaningful connections with brands, perceived brand authenticity has emerged as a key driver of brand trust, loyalty, and engagement. Based on a systematic literature review, this seminar paper aims to synthesize the existing literature on brand authenticity as perceived by consumers. By providing a structured overview of the existing literature, the paper seeks to highlight potential gaps and future research directions in the field.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

10. "I Think This Is Sustainable!" How Marketing Shapes Consumer Perceptions

Marketing holds significant power in shaping how consumers perceive products. Leveraging the 4 P's, companies can utilize various tools—such as colors, materials, labels, and pricing—to create a more sustainable image for their products. This study seeks to investigate which of the four P's is most effective in enhancing consumers' perception of sustainability and to identify areas where research is still lacking. Through a systematic literature review, it aims to consolidate the current state of knowledge and provide direction for future sustainability-focused marketing research.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**

11. Exploring Corporate Social Irresponsibility: A Literature Review

Corporate social irresponsibility (CSI(R)) refers to the actions of companies that neglect their ethical, social or environmental responsibilities and often prioritise profit over the well-being of society and the environment. Such behaviour can lead to significant reputational damage, legal consequences and a loss of consumer confidence. As awareness of CSI grows, companies are under increasing pressure to align their practices with societal expectations and sustainability goals. This literature review aims to summarise the current state of research on CSI and examine the causes as well as the effects on business performance.

- Literature review: **yes**
- Development of a conceptual framework: **no**
- Development of a study set-up (without testing): **no**
- Empirical testing (data collection & analysis): **no**