

Topics for the Bachelor thesis – 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 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 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 thesis

1. The Impact of Query Recommendation Diversity on User Exploration and Perceived Search Quality in E-commerce

This thesis will investigate how varying the diversity of query recommendations (e.g., suggesting terms from very similar vs. highly diverse product categories) influences user exploration behavior (e.g., range of categories browsed) and their perceived search quality (e.g., satisfaction, feeling of discovery). Based on a literature review on recommender systems and information foraging theory, a conceptual framework will be developed. Hypotheses regarding the effect of recommendation diversity will be derived, and an experimental design (e.g., using mock-up e-commerce search interfaces where the diversity of query suggestions is manipulated) will be proposed to test these hypotheses.

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

2. The Impact of Reward Type (Tangible vs. Intangible) in Gamified Financial Apps on User Engagement and Perceived Value

This thesis will investigate how different types of rewards (e.g., small cash prizes/discounts vs. status symbols/badges/points) offered within a gamified financial application affect user engagement levels and their overall perceived value of the app. Based on a literature review on motivation theories (e.g., Self-Determination Theory) and gamification design, a conceptual framework will be developed. An

experimental design (e.g., using mock-up app interfaces with manipulated reward types) will be proposed to test hypotheses on user preferences and behavioral intentions.

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

3. Influencer Enthusiasm vs. Product Information: An Experimental Design on their Effects on Perceived Product Engagement and Purchase Intent

This thesis explores the relative impact of an influencer's expressed enthusiasm for a product versus the depth and clarity of factual information they provide, on viewers' engagement with the product itself and their subsequent purchase intentions. A conceptual framework drawing from theories of persuasion (e.g., ELM) and source credibility will be developed. An experimental design will be proposed where participants view influencer video clips that are manipulated for expressed enthusiasm (high/low) and level of product information (detailed/superficial).

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

4. Offering Choice in Ad Experience: The Effect of User-Selected Ad Load Profiles on Perceived Control and Service Satisfaction

This thesis explores whether allowing users to choose their preferred ad load profile (e.g., "fewer, longer ad breaks" vs. "more frequent, shorter ads" vs. "watch a longer upfront ad for extended ad-free listening") affects their perceived control over the ad experience, their ad annoyance, and their overall satisfaction with a free streaming service. A review of literature on user control, choice architecture, and ad intrusiveness will inform a conceptual model. An experimental design will be proposed accordingly.

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

5. The Influence of Perceived Targeting Accuracy on the Credibility of an Advertised Offer: A Proposed Experimental Design

This thesis will investigate how the perceived accuracy of ad targeting (e.g., an ad that seems highly specific to the consumer's recent interests vs. a vaguely relevant ad) influences the credibility of the advertised offer and the consumer's attitude towards the ad. Based on a literature review on targeting, source credibility, and persuasion, a conceptual framework will be developed. An experimental design (e.g., showing participants mock advertisements that vary in their apparent targeting specificity alongside a common offer) will be proposed.

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

6. The Effect of "Verified Purchase" Labels on Perceived Review Credibility and Product Quality Assessment in the Presence of Price Variations

This thesis examines how "verified purchase" labels on online reviews influence their perceived credibility and how this, in turn, interacts with product price to shape consumers' overall assessment of an experience good's quality. A literature review on trust signals, review system design, and price-quality heuristics will inform a conceptual framework. An experimental design will be proposed, using mock product pages where the presence of verified purchase labels and price levels are manipulated.

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

7. Understanding the marketing expenditure of non-profit organizations: Impact on donors' willingness to give

This thesis deals with the perception of marketing expenditures of non-profit organizations and their influence on the willingness of potential donors to donate. Based on a systematic literature review and appropriate theories, hypotheses are derived, a study model is created and conceptual framework is designed (without data collection and analysis). Finally, it lays the foundation for an empirical study (which may be conducted in the future based on this bachelor thesis) that aims to analyze how individuals perceive and react to the marketing efforts of non-profit organizations. By examining donor behavior, psychological triggers, and communication strategies employed by nonprofit organizations, the relationships between perceptions of marketing expenditures and donor behavior will be uncovered. Ultimately, the results will provide insights that can help nonprofits optimize their marketing strategies to effectively communicate their mission while encouraging greater donor support and engagement.

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

8. Do Certifications Help? The Influence of Ecolabels on the Choice of More Sustainable Shipping Options

This thesis analyses how eco-labels influence consumers' decisions in favour of sustainable shipping methods. The goal is to analyse whether certifications that indicate environmentally friendly practices

encourage customers to choose more environmentally friendly shipping options. Based on a systematic literature review and appropriate theories, hypotheses will be derived, a study model will be set up and a conceptual framework will be designed (without data collection and analysis). Ultimately, the groundwork will be laid for a study to determine consumer perceptions of ecolabels and their effectiveness in promoting sustainable choices. The results will shed light on the role of ecolabels in promoting environmentally friendly shipping practices in e-commerce.

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

9. Enhancing Customer Experience through Artificial Intelligence

Artificial Intelligence (AI) is reshaping the way companies interact with consumers, offering new opportunities to enhance the customer experience (CX) across the entire customer journey. From AI-powered recommendation engines and chatbots to personalized marketing and predictive analytics, these technologies are transforming touchpoints in digital environments. This thesis aims to synthesize existing literature on the role of AI in shaping customer experience, identify a relevant research gap, and propose a conceptual framework along with a potential experimental set-up to address this gap (without testing).

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

10. Consumer Co-Creation in Branding: Unlocking Consumer Power for Brand Growth

As brands seek to build deeper relationships with their consumers, co-creation has emerged as a powerful strategy to involve customers directly in value creation processes. From product design and content generation to brand storytelling and innovation, co-creation offers new pathways to strengthen brand equity and consumer loyalty. This thesis aims to systematically review the existing literature on the role of co-creation in brand building, identify a relevant research gap, and propose a conceptual framework along with a potential experimental set-up to address this gap (without testing).

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

11. Sustainability strategy - Between expectations and possibilities

Some companies fulfil their responsibilities in an exemplary manner - others do not even meet the legal minimum. Carroll (1979) proposes four different levels of corporate responsibilities: economic

responsibilities, legal responsibilities, ethical responsibilities and discretionary responsibilities. Consequently, it is possible for a company to operate profitably but below the legal minimum. Still others fulfil the law but not the expectations of our society. Other companies do more than stakeholders ever expected. But what exactly are the expectations of consumers? And to what extent are consumers actually willing to pay money for these expectations? The purpose of this thesis is to get to the bottom of these questions and provide companies with guidelines for their sustainability and marketing strategy.

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

12. Can B2B Marketing Influence Sustainability Perception/Evaluation Among Companies?

Sustainability has become a key priority for businesses, as stakeholders, investors, and consumers increasingly demand environmentally and socially responsible practices. For companies, aligning with sustainability not only improves brand reputation but also enhances competitiveness and compliance with regulatory standards. This study aims to provide an overview of the current state of research on how B2B marketing can shape the sustainability perceptions/evaluation of other businesses. By analyzing existing literature, the thesis will explore the role of marketing in communicating sustainability. Additionally, the work will propose a conceptual framework to test the effectiveness of various B2B marketing strategies in influencing perceptions of sustainability.

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