Topics for the Bachelor thesis – summer term 2024

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. **When sustainability initiatives backfire: Examining incongruence with influencers and celebrities**

   This thesis investigates the intricate relationship between sustainability initiatives and the involvement of influencers and celebrities in marketing campaigns. It examines instances where sustainability-focused messaging might clash or appear incongruent with the public image, behaviors, or endorsements of influencers and celebrities. Through a quantitative study and consumer behavior research, this thesis aims to identify the specific conditions and contexts in which such incongruencies lead to backlash or undermine the credibility of sustainability efforts. By shedding light on these critical factors, the thesis seeks to provide valuable insights for brands and marketers aiming to navigate the delicate balance between leveraging influencer endorsements and maintaining authentic, sustainable brand messaging.

2. **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?

3. Unlocking Success: Case Studies of CSR Campaigns and their Transformative Impact on Brand Image

This thesis undertakes an in-depth exploration of successful Corporate Social Responsibility (CSR) campaigns, aiming to analyze and understand their profound effects on brand image. Through comprehensive case studies spanning diverse industries, the research seeks to uncover the strategic elements and communication strategies employed by companies to achieve positive brand image through CSR initiatives. By examining the specific dynamics that contribute to the success of these campaigns, the study aims to distill best practices and patterns that lead to favorable outcomes for both corporate social responsibility and brand perception. Insights derived from this research can provide valuable guidance for companies seeking to enhance their brand image through effective and socially impactful CSR initiatives.

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

This thesis delves into the perceptions surrounding marketing spending by non-profit organizations and its influence on the willingness of potential donors to contribute. Through an empirical research, the study aims to dissect how individuals perceive and respond to non-profits' marketing efforts. It explores the nuanced factors that affect donors' attitudes towards marketing expenditures within these organizations and the subsequent impact on their willingness to donate. By examining donor behavior, psychological triggers, and communication strategies employed by non-profits, the research seeks to unveil the relationships between perceptions of marketing spending and donation behavior. The findings aim to provide insights that can assist non-profit organizations in optimizing their marketing strategies to effectively communicate their mission while fostering greater donor support and engagement.

5. Brand Collaborations: Synergies and Challenges in Co-branding

This seminar paper is dedicated to the topic of brand collaborations and co-branding. Brand collaborations enable companies to join forces with other brands or partners in order to develop joint products or services or to expand their brand image. Co-branding offers the partners involved the opportunity to benefit from the synergies and combined expertise of both brands. The aim of this thesis is to analyze the potentials, opportunities, and challenges of brand collaborations. Case studies of successful collaborations are examined to explore strategies, targeting and brand positioning. The results provide insights for companies seeking successful brand collaborations to strengthen their market position and reach new customer segments.

6. 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 ef-fective. By pulling from a variety of studies and findings, we aim to contribute valuable in-sights into the dynamic interplay between AI technology and consumer perception in digital content.

7. Overcoming the attitude behavior gap

This bachelor's thesis delves into the pervasive phenomenon of the attitude-behavior gap, wherein individuals articulate certain attitudes or intentions that do not align with their corresponding behaviors. The primary emphasis of this study is on exploring the root causes of this misalignment, shedding light on the factors contributing to the divergence between expressed attitudes and actual behaviors. The central focus of the research lies in proposing effective strategies to overcome the attitude-behavior gap, with a keen exploration of existing solutions in academic literature and practical contexts. By highlighting best practices and deriving actionable insights, the thesis aims to provide a robust foundation for addressing this phenomenon. Additionally, the research endeavors to identify areas for future investigation, contributing to a more nuanced understanding of how to bridge the gap between attitudes and behaviors.

8. Navigating the customer journey through virtual and augmented reality

This bachelor's thesis explores the immersive experiences provided by Virtual Reality (VR) and Augmented Reality (AR) technologies, employing a case study approach to illustrate their impact on guiding consumers through various stages of their journey. Through literature review and the examination of real-world examples, the paper aims to investigate the effects of VR and AR on key aspects such as brand awareness, product consideration, purchase decisions, and post-purchase engagement. By drawing insights, the study aims to provide recommendations on how companies can strategically leverage VR and AR to enhance the overall customer experience and foster engagement across diverse touchpoints.

9. Shades of Green: Unveiling Extrinsic and Intrinsic Factors Influencing Sustainable Purchase Decisions

This bachelor's thesis investigates the complex landscape of green purchase behavior, shedding light on the multifaceted factors that shape consumer decisions towards sustainable products. Through insightful analysis and consumer behavior research, the paper investigates the interplay of environmental awareness, brand perception, pricing, and other key variables in influencing consumers to make eco-conscious choices. The study aims to reveal the extrinsic and intrinsic motivations behind green purchase behavior, providing valuable insights for companies and policymakers striving to promote sustainability in consumer markets.

10. Dark side of artificial intelligence and its impact on consumer behavior

This bachelor's thesis investigates the potential concerns and risks associated with Artificial Intelligence (AI) from the perspective of consumers. Based on a comprehensive literature review and consumer behavior research, the paper explores issues such as privacy violations and ethical considerations surrounding AI decision-making, aiming to analyze how these darker aspects of AI influence and shape consumer behavior. The aim of the paper is to provide valuable insights for brands into how companies can address these consumer concerns by prioritizing transparency, ethical AI practices, and strategies that build and maintain trust in the face of the challenges posed by the darker sides of AI technology.

11. **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 experi-ence in webdesign/web development is not mandatory. However, students should be inter-ested in learning how to program during the course of the thesis. Guidance in this regard will, of course, be provided.

12. **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.

13. **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. Ultimate-ly, the landing pages can then be evaluated using established website quality frameworks such as WebQual.

14. **Are We Being Manipulated Dailty? 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, web-shops 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 re-search 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.

15. **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 ther 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 in-vestigate this phenomenon within an empirical study (e.g., via survey data).

16. 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).

17. 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.

18. 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.

19. 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.).