

Topics for the Bachelor seminar – winter term 2024/2025

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. Green and Happy: Exploring the Link Between Sustainable Consumption and Well-Being

This seminar paper investigates the potential correlation between sustainable consumption behaviors and individual well-being, happiness, and the fulfillment of life goals. Based on a comprehensive literature review in the fields of psychology, sociology and sustainability research, the aim is to investigate whether the adoption of sustainable consumption practices contributes positively to subjective well-being. By examining various dimensions of wellbeing, the aim is to uncover possible links between sustainable lifestyles and higher levels of happiness, as well as the alignment of sustainability practices with the achievement of personal life goals. The results of this study should provide valuable insights into the holistic impact of sustainable consumption on people's overall well-being and life satisfaction.

2. Donor Behavior Decoded: Insights from Health and NPO Fundraising Research

Both health marketing (e.g. to attract blood and organ donors) and donation marketing in the NPO/fundraising context are two important areas of research. The aim of this seminar paper is to compare these two research areas in order to find differences and similarities. Ultimately, a meta-analysis will be conducted on both research areas to find out if there are differences in motives and underlying mechanisms whether blood/organs or money/time are donated.

3. Shipping fees in online shops: A systematic literature review

This seminar paper systematically reviews existing literature to understand how shipping costs influence purchase decisions, cart abandonment rates, and overall customer satisfaction. By synthesizing findings from various studies, the research aims to provide a comprehensive overview of effective shipping fee strategies and their implications for e-commerce businesses. The goal is to offer actionable insights for optimizing shipping policies to enhance customer retention and drive sales.

4. The power of voice in marketing and advertising

Voice assistants talk to us, TikTok videos often have a narrator, and artificial characters, for example virtual influencers or game characters, are also regularly equipped with a specific voice. The goal of this study is to deconstruct research insights (systematic literature review) regarding the potential and pitfalls of using specific voice types in different contexts (e.g., marketing, movies, advertisements).

5. Artificially authentic? Consumer reactions to virtual influencers

Artificial characters such as LilMiquela or Noonouri gained large followings on social media. Moreover, companies increasingly cooperate with this new type of influencer, putting pressure on real (i.e., human) influencers. A systematic literature review will be conducted on this topic with a particular focus on differences between influencer types (e.g., human-like vs. anime-like virtual influencers or virtual vs human influencers).

6. Trends in Social Media Engagement Research

Content on social media is very diverse, comprising texts, images, videos, livestreams, stories, and many other types. Unsurprisingly, researchers employ various methods and tools to investigate social media engagement (e.g., likes, comments) drivers. The goal of this study is to consolidate recent advancements in this research area, for example regarding text or image analysis methods or the potential of large language models in this context (systematic literature review).

7. The Science of Business-to-Business Marketing

This literature review on B2B marketing investigates scientific articles to provide a comprehensive understanding of how businesses effectively engage with and market to other businesses. By critically evaluating the existing research, this structured literature review uncovers theories, the latest trends, successful strategies, and ongoing challenges and risks in B2B marketing. This knowledge base not only enriches academic understanding, but also serves as a guide for research endeavors and identifies gaps in the literature.

8. Crafting Green Perceptions: Exploring how Marketing can impact Consumers

Perception

Marketing plays an important role when it comes to influencing consumers' product perception. With the 4 P's, companies have a wide range of tools at their disposal. For example, colors and materials, but also labels or prices can be used to make a product appear more sustainable. This study aims to analyze which of the four P's is particularly suitable for increasing the perceived sustainability of consumers and where there are still gaps in research. The aim is a systematic literature review to summarize the state of the art and provide an outlook for future sustainability research in a marketing context.

9. Luxury Uncovered: Insights from Research in Luxury Marketing

In the exclusive world of luxury marketing, brands strive to create exceptional value and unique experiences that resonate with affluent consumers. A literature review on luxury marketing examines a variety of scientific articles to understand how luxury brands differentiate themselves and cultivate brand prestige. This systematic literature review explores topics such as luxury brands, consumer behavior in the luxury segment as well as theories and trends in luxury marketing (research). By critically analyzing existing research, strategically important insights are to be created for science and practice, which could, for example, be the starting point for future research.

10. Sustainable Shopping Online: A Systematic Review

Sustainability is an ongoing movement that encompasses all areas of life, logically including e-commerce. Several findings have already been made and scientific articles published in this field of research. The aim of this systematic literature review is to identify, summarize and analyze the current state of research in this field. Which findings can improve practice? What research gaps are there that could make online shopping more sustainable?

11. Website Quality Frameworks

Several website quality frameworks exist in the scientific literature. However, these frameworks differ regarding the quality dimensions considered and terminology/definitions used. The goal of this thesis is to integrate the existing approaches into an overarching website quality framework. Initial guidance on existing frameworks will be provided by the research group.

12. Mood and Emotion in Marketing

Examining the role of mood and emotion in marketing reveals powerful tools for understanding consumer behavior. This paper explores how marketers utilize mood and emotion to shape consumer actions, reviewing current research on the subject. Through a detailed literature review, you will analyze the effectiveness of various techniques and uncover the psychological foundations behind them. Initial guidance on existing literature will be provided by the research group.

13. Mood Induction in Behavioral Research: A Review of Methods

Understanding the methods used to induce mood in behavioral research is crucial for advancing studies in marketing, psychology, and related fields. This seminar work focuses on the various techniques for mood induction, including word association tasks, video exhibition and other methods. You will conduct a comprehensive literature review to explore and categorize these techniques as employed in diverse research disciplines. The goal is to provide an overview of the methodologies, assess their effectiveness, and discuss their applications and ethical considerations.

14. Consumer Responses to Anthropomorphic Chatbot Design

This seminar paper explores how consumers respond to anthropomorphic chatbot designs. Anthropomorphism, the attribution of human traits and characteristics to non-human entities, is increasingly utilized in chatbot development to enhance user engagement and satisfaction. Based on a comprehensive literature review the aim is to investigate dimensions of anthropomorphic features and their impact on user responses. By synthesizing findings from multiple studies, this paper provides a holistic understanding of the benefits and potential drawbacks of human-like chatbot design, guiding practitioners in creating more effective and user-friendly digital assistants.

15. Narrative Transportation: How Storytelling Influences Consumer Persuasion and Decision-Making

This seminar paper investigates the concept of narrative transportation and its impact on consumer persuasion and decision-making. Narrative transportation refers to the psychological immersion individuals experience when they become engrossed in a story. Based on a comprehensive literature review this paper explores how storytelling techniques can effectively influence consumers' attitudes and purchasing behaviors by creating emotional connections and enhancing engagement. The insights gained aim to provide a deeper understanding of the power of storytelling in shaping consumer decisions and fostering brand loyalty.

16. The Persuasiveness of Influencers: Understanding Mechanisms and Impact on Consumer Behavior

This seminar paper explores the underlying factors that contribute to the persuasiveness of influencers in today's digital marketing landscape. Based on a comprehensive literature review, this paper examines psychological, social, and behavioral mechanisms that influence consumer behavior and decision-making processes when interacting with influencers.