

Topics for Bachelor Theses – Winter Term 2026/2027

Theses can be written in German or English in consultation with the supervisor.

1	A Man's World? A Conceptual Model of Perceived Gender Bias in Product Design and Its Consequences for Female Consumers
Abstract	Females represent a substantial consumer segment. However, products are often designed with male users in mind (e.g., workwear and technological devices), and do not adequately account for the needs and characteristics of female users. While these gender biases in product design have been widely observed, their consequences for female consumers remain insufficiently understood. This thesis aims to develop a conceptual model that examines the consequences of perceived gender bias in product design (e.g., lower usability) on females. The model further provides theoretical insights and practical implications for more inclusive and user-centered product design.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Criado Perez, Caroline (2019), <i>Invisible Women: Exposing Data Bias in a World Designed for Men</i>. 1st edition, New York: Abrams Press. • T: Rathee, Shelly and Jake D. Hoskins (2025), "The Female Consumer Response Implications of Male Dominance in a Product's Online Community," <i>Journal of Interactive Marketing</i>, 60 (2), 216-235. • T: Reuther, Karin K. (2022), "Shrink It and Pink It: Gender Bias in Product Design," <i>Harvard Advanced Leadership Initiative</i>, (accessed March 19, 2026), [available at: https://www.sir.advancedleadership.harvard.edu/articles/shrink-it-and-pink-it-gender-bias-product-design]. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Elisabeth Flores

2	Does Red Bull Give You Wings? A Literature Review on Metaphors in Consumer Research
Abstract	Metaphors have been recognized as a useful tool to enhance the persuasiveness of marketing communications. A metaphor can be defined as "a figure of speech that involves comparison between two objects" (Lee et al. 2019, p. 1175), in which it transfers the features of one object to the other. Examples include the well-known "Red Bull gives you wings", "Budweiser, the king of beers", or "Hilton hotels are factories for sleep". Despite the extensive body of research on metaphors in consumption, there is a lack of a systematic literature review examining their different types (e.g., visual, textual) and effectiveness across different contexts and conditions. This thesis aims to systematically review relevant empirical literature on metaphors in consumer research, providing theoretical insights and practical implications for marketers.
Method	Literature review
Introductory literature regarding topic(T) or method(M)	• T: Petit, Olivia and Carlos Velasco (2025), "Red Bull Gives You Wings at Work: How Context Transforms Metaphors into Reality," <i>Psychology & Marketing</i>, 42 (10), 2673–2684. • T: Septianto, Felix, Nicolas Pontes, and Fandy Tjiptono (2021), "The Persuasiveness of Metaphor in Advertising," <i>Psychology & Marketing</i>, 39 (5), 951–961. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1–5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333–339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii–xxiii.
Supervisor	Elisabeth Flores

3	How Real Is Real Enough? A Literature Review on Experimental Realism
Abstract	To increase the veracity and believability of their work, researchers have increasingly relied on realistic experimental designs. Such designs may require participants to actively perform behaviors, make decisions, or complete interactive tasks rather than simply respond to hypothetical scenarios. Despite the growing use of realistic designs in marketing research, there is a lack of a systematic literature review examining the different approaches used to enhance experimental realism and how they are applied across research contexts. This thesis aims to systematically review the empirical literature on experimental realism in marketing research, providing theoretical insights and best practices for designing more realistic experiments.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: Morales, Andrea C. (2005), "Giving Firms an 'E' for Effort: Consumer Responses to High Effort Firms," <i>Journal of Consumer Research</i>, 31 (3), 806-812. • T: Morales, Andrea C., On Amir, and Leonard Lee (2017), "Keeping It Real in Experimental Research—Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior," <i>Journal of Consumer Research</i>, 44 (2), 465-476. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1-5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333-339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii-xxiii.
Supervisor	Elisabeth Flores

4	Obsolete on Arrival: A Conceptual Model of Planned Obsolescence Anxiety
Abstract	Rapid technological innovation and increasingly shorter product life cycles have made concerns about product obsolescence more salient for consumers. While planned obsolescence has received considerable attention in consumer research, little is known about the antecedents of consumers' anxiety toward anticipated product obsolescence (e.g., product launch frequency). This thesis aims to develop a conceptual model that examines the antecedents of consumers' anxiety toward anticipated product obsolescence. The model further provides theoretical insights and practical implications for firms managing product innovation.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Fisher, Matthew and Adam H. Smiley (2026), "The Continuity Heuristic: Temporal Extrapolation in Consumer Judgment," <i>Journal of Consumer Psychology</i>, 36 (4), 451-469. • T: Kuppelwieser, Volker G., Phil Klaus, Aikaterini Manthiou, and Othman Boujena (2019), "Consumer Responses to Planned Obsolescence," <i>Journal of Retailing and Consumer Services</i>, 47, 157-165. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Elisabeth Flores

5	Beyond Limited Stock: A Literature Review on Experimental Scarcity Manipulations in Consumer Research
Abstract	Researchers have used a variety of experimental approaches to create perceptions of scarcity, extending beyond traditional limited-stock manipulations (e.g., "only 5 units remaining"). These approaches also include, among others, time restrictions, demand-based scarcity, and purchase quantity restrictions. Despite the widespread use of scarcity manipulations in consumer research, there is a lack of a systematic literature review examining the different approaches used to experimentally create scarcity and their application across research contexts. This thesis aims to systematically review the empirical literature on experimental scarcity manipulations in consumer research, providing theoretical insights and best practices for designing and implementing scarcity manipulations.
Method	Literature review
Introductory literature regarding topic(T) or method(M)	• T: Aggarwal, Praveen, Sung Youl Jun, and Jong Ho Huh (2011), "Scarcity Messages: A Consumer Competition Perspective," <i>Journal of Advertising</i>, 40 (3), 19–30. • T: Castro, Iana A., Andrea C. Morales, and Stephen M. Nowlis (2013), "The Influence of Disorganized Shelf Displays and Limited Product Quantity on Consumer Purchase," <i>Journal of Marketing</i>, 77 (4), 118–133. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1–5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333–339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii–xxiii.
Supervisor	Elisabeth Flores

6	Verbal Anthropomorphism in Consumer Research: A Literature Review
Abstract	Verbal anthropomorphism refers to the use of verbal cues that attribute human characteristics to nonhuman entities. Researchers have used a variety of verbal cues to create perceptions of anthropomorphism. These include, among others, the use of human-like pronouns and the attribution of human-like mental states, such as intentions, emotions, or desires. Despite the extensive body of research on verbal anthropomorphism in consumer research, there is a lack of a systematic literature review examining the different verbal cues used to convey human-like characteristics and the conditions under which they are effective. This thesis aims to systematically review relevant empirical literature on verbal anthropomorphism in consumer research, providing theoretical insights and practical implications for marketers.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: Oba, Demi, Holly S. Howe, and Gavan J. Fitzsimons (2025), "Brand Teasing: How Brands Build Strong Relationships by Making Fun of Their Consumers," <i>Journal of Consumer Research</i>, 52 (1), 70–92. • T: Patrizi, Michela, Maja Šerić, and Maria Vernuccio (2024), "Hey Google, I Trust You! The Consequences of Brand Anthropomorphism in Voice-Based Artificial Intelligence Contexts," <i>Journal of Retailing and Consumer Services</i>, 77, 103659. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1–5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333–339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii–xxiii.
Supervisor	Elisabeth Flores

7	Consumed by Doubt: A Conceptual Model of Impostor Syndrome
Abstract	Impostor-related thoughts refer to the psychological experience of doubting one's own abilities, also known as impostor syndrome. Although this phenomenon has received considerable attention in psychology, marketing research on this topic remains limited. In particular, little is known about the effects of impostor-related thoughts on consumer outcomes and the underlying mechanisms. This thesis aims to develop a conceptual model that examines how impostor-related thoughts influence consumer outcomes and the underlying mechanisms driving these effects. The model further provides theoretical insights and practical implications.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Goor, Dafna, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener (2020), "The Impostor Syndrome from Luxury Consumption," <i>Journal of Consumer Research</i>, 46 (6), 1031-1051. • T: Marder, Ben, Ana Javornik, Kang Qi, Sebastian Oliver, Laura Lavertu, and Kirsten Cowan (2024), "Does LinkedIn Cause Imposter Syndrome? An Empirical Examination of Well-Being and Consumption-Related Effects," <i>Psychology & Marketing</i>, 41 (3), 492-511. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Elisabeth Flores

8	Consumer Responses to AI-Generated Advertising: A Literature Review
Abstract	Artificial intelligence (AI) is increasingly used to generate advertising content across different media. Understanding how consumers respond to AI-generated advertising has become an important topic in marketing research. Despite a growing body of studies, research lacks a comprehensive synthesis of findings on consumer responses to AI-generated advertising. This thesis addresses this gap by conducting a systematic literature review of empirical studies published in high-quality journals. By comparing insights across studies and identifying patterns and inconsistencies, the review structures the current knowledge base, identifies gaps in the literature, and provides actionable implications for marketers on whether to adopt AI-generated advertising and how to do so effectively.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: Chen, Yaqi, Haizhong Wang, Sally Rao Hill, and Binglian Li (2024), "Consumer Attitudes toward AI-Generated Ads: Appeal Types, Self-Efficacy and AI's Social Role," <i>Journal of Business Research</i>, 185, 114867. • T: Jung, Timothy, Maksym Koghut, Eunseo Lee, and Ohbyung Kwon (2025), "Artificial Creativity in Luxury Advertising: How Trust and Perceived Humanness Drive Consumer Response to AI-generated Content," <i>Journal of Retailing and Consumer Services</i>, 87 (October), 104403. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1–5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333–339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii–xxiii.
Supervisor	Fijon Itzenga

9	Consumer Responses to Dynamic Pricing: A Literature Review
Abstract	Dynamic pricing allows companies to adjust prices in response to changes in demand, market conditions, and other factors. Understanding how consumers respond to these price adjustments is an important topic in marketing research, as dynamic pricing can shape consumers' perceptions, attitudes, and purchase decisions. This thesis examines consumer responses to dynamic pricing by conducting a systematic literature review of empirical studies published in high-quality journals. By comparing insights across studies and identifying patterns and inconsistencies, the review structures the current knowledge base and explores factors that influence consumer responses. It also identifies gaps in the literature and provides actionable implications for marketers on whether and how to implement dynamic pricing effectively.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: Haws, Kelly L. and William O. Bearden (2006), "Dynamic Pricing and Consumer Fairness Perceptions," <i>Journal of Consumer Research</i>, 33 (3), 304–311. • T: Keller, Alisa, Mila Vogelsang, and Dirk Totzek (2022), "How Displaying Price Discounts Can Mitigate Negative Customer Reactions to Dynamic Pricing," <i>Journal of Business Research</i>, 148, 277–291. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1–5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333–339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii–xxiii.
Supervisor	Fijon Itzenga

10	Two-Sided Advertising for AI Products: A Conceptual Model
Abstract	Existing research has examined how consumers respond to two-sided advertising, which communicates both positive and negative aspects of a product. AI products present a particular context for this approach, as the novelty of the technology and its potential risks raise questions about whether marketers should openly communicate these concerns alongside product benefits. Communicating both benefits and risks may lead to different consumer responses, raising the question of when this advertising approach is effective for AI products. This thesis develops a conceptual model that explains how and under what conditions two-sided advertising influences consumer responses to AI products. Drawing on existing literature and relevant theories, the resulting framework provides a foundation for future empirical studies and offers actionable implications for marketers on whether and how to communicate the benefits and risks of AI products in advertising.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Eisend, Martin (2022), "The Influence of Humor in Advertising: Explaining the Effects of Humor in Two-Sided Messages," <i>Psychology & Marketing</i>, 39 (5), 962–973. • T: Pechmann, Cornelia (1992), "Predicting When Two-Sided Ads Will Be More Effective than One-Sided Ads: The Role of Correlational and Correspondent Inferences," <i>Journal of Marketing Research</i>, 29 (4), 441–453. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098–1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405–415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490–495.
Supervisor	Fijon Itzenga

11	Drivers of Consumer Acceptance of AI Agents for Purchase Delegation: A Conceptual Model
Abstract	AI agents capable of making purchase decisions on behalf of consumers are emerging, offering consumers the possibility of delegating these decisions rather than making every choice themselves. This shifts the role of AI from supporting consumers with information and recommendations to making decisions on their behalf. Understanding what determines consumers' acceptance of delegation is important for marketers seeking to introduce AI agents into the purchasing process. This thesis develops a conceptual model that identifies key drivers of consumer acceptance of AI agents for purchase delegation. Drawing on existing literature and relevant theories, the model explains why and under what conditions consumers accept delegating purchase decisions to AI agents. The resulting framework provides a foundation for future empirical studies and offers actionable implications for marketers on how to encourage consumer acceptance of AI agents.
Method	Conceptual model
Introductory literature regarding topic(T) or method(M)	• T: De Bellis, Emanuel and Gita Venkataramani Johar (2020), "Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption," <i>Journal of Retailing</i>, 96 (1), 74–87. • T: Song, Jinzhu and Hengyu Lin (2024), "Exploring the Effect of Artificial Intelligence Intellect on Consumer Decision Delegation: The Role of Trust, Task Objectivity, and Anthropomorphism," <i>Journal of Consumer Behaviour</i>, 23 (2), 727–747. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ – Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098–1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405–415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490–495.
Supervisor	Fijon Itzenga

12	Drivers of Consumer Acceptance of Shrinkflation: A Conceptual Model
Abstract	Shrinkflation refers to a reduction in product size or quantity while the price remains unchanged. For companies, this represents an alternative to directly increasing prices, but it raises questions about whether and under what conditions consumers accept such changes. Understanding what shapes this acceptance is important for marketers making pricing and product decisions. This thesis develops a conceptual model that identifies key drivers of consumer acceptance of shrinkflation. Drawing on existing literature and relevant theories, the model explains why consumers may be more or less willing to accept reductions in product size or quantity at an unchanged price. The resulting framework provides a foundation for future empirical studies and offers actionable implications for marketers on when and how to implement shrinkflation in ways consumers are more likely to accept.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Evangelidis, Ioannis (2024), "Frontiers: Shrinkflation Aversion: When and Why Product Size Decreases Are Seen as More Unfair than Equivalent Price Increases," <i>Marketing Science</i>, 43 (2), 280-288. • T: Janssen, Aljoscha and Johannes Kasinger (2026), "Shrinkflation and Consumer Demand," <i>Marketing Science</i>, 45 (1), 142-158. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Fijon Itzenga

13	Drivers of Subscription Fatigue: A Conceptual Model
Abstract	Subscription models give consumers ongoing access to products and services in exchange for recurring payments. However, consumers may become tired of managing and maintaining subscriptions, a phenomenon referred to as subscription fatigue. Understanding why this fatigue develops is important for marketers, as it may affect consumers' willingness to adopt, maintain, or cancel subscriptions. This thesis develops a conceptual model that identifies key drivers of subscription fatigue. Drawing on existing literature and relevant theories, the model explains why and under what conditions consumers experience fatigue with subscription offerings. The resulting framework provides a foundation for future empirical studies and offers actionable implications for marketers on how to design and manage subscription offerings to reduce subscription fatigue.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Kaushik, Neha, Kulwinder Kaur, and Gopal Das (2026), "Start Now, Stay Longer: How Immediate Subscription Activation Drives Long-Term Commitment," <i>European Journal of Marketing</i>, 60 (8), 1910-1932. • T: Sarraf, Shagun and Arpan Kumar Kar (2026), "Subscription Fatigue—Are You for Real? Studying Cross-Cultural Factors for Multihoming Using Consumption Value Theory," <i>Journal of Retailing and Consumer Services</i>, 89 (February), 104623. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Fijon Itzenga

14	Consumer Responses to Delegating Purchase Decisions to AI Agents: A Conceptual Model
Abstract	AI agents capable of making purchase decisions on behalf of consumers are emerging, offering consumers the possibility of delegating these decisions rather than making every choice themselves. Delegating purchase decisions to AI agents raises questions about how consumers respond to the purchasing process and its outcomes. Understanding these responses is important for marketers seeking to integrate AI agents into consumer decision-making. This thesis develops a conceptual model that explains when and why consumers respond positively or negatively to delegating purchase decisions to AI agents. Drawing on existing literature and relevant theories, the resulting framework provides a foundation for future empirical studies and offers actionable implications for marketers on how to foster positive consumer responses and reduce negative reactions to delegating purchase decisions to AI agents.
Method	Conceptual model
Introductory literature regarding topic(T) or method(M)	• T: Botti, Simona and Ann L. McGill (2011), "The Locus of Choice: Personal Causality and Satisfaction with Hedonic and Utilitarian Decisions," <i>Journal of Consumer Research</i>, 37 (6), 1065-1078. • T: Song, Jinzhu and Hengyu Lin (2024), "Exploring the Effect of Artificial Intelligence Intellect on Consumer Decision Delegation: The Role of Trust, Task Objectivity, and Anthropomorphism," <i>Journal of Consumer Behaviour</i>, 23 (2), 727-747. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Fijon Itzenga

15	Secondhand, First Class: A Conceptual Model of the Drivers of Secondhand Luxury
Abstract	Traditionally defined by scarcity, high financial barriers, and pristine brand-new condition, luxury products are increasingly consumed pre-owned, as the secondhand economy undergoes a rapid growth. While circular luxury consumption is gaining widespread popularity, consumer motivations remain complex and multi-faceted, ranging from status signaling and financial accessibility to environmental consciousness and vintage hunting. Despite growing interest, consumer research lacks an integrative conceptual framework that systematically organizes these drivers. This thesis addresses this gap by developing a conceptual model that identifies different drivers of secondhand luxury buying. By integrating these drivers, the conceptual model provides a framework for understanding why and under which conditions consumers purchase luxury goods on secondhand markets.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Kessous, Aurélie and Pierre Valette-Florence (2019), "From Prada to Nada: Consumers and Their Luxury Products: A Contrast Between Second-Hand and First-Hand Luxury Products," <i>Journal of Business Research</i>, 102 (September), 313-327. • T: Guiot, Denis and Dominique Roux (2010), "A Second-Hand Shoppers' Motivation Scale: Antecedents, Consequences, and Implications for Retailers," <i>Journal of Retailing</i>, 86 (4), 355-371. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Pascal Raczek

16	"Unbuy It!": A Literature Review of Demarketing, De-Influencing, and Anti-Consumption
Abstract	In response to market saturation, environmental concerns, and growing consumer skepticism toward persuasive advertising, contemporary marketing is experiencing a pronounced shift toward restrained consumption. While anti-consumption and voluntary simplicity or minimalism have long been driven from the consumer side, recent dynamics show a dual-push: firms increasingly employ demarketing strategies to discourage demand or curate brand exclusivity, while digital creators leverage de-influencing on social media platforms to actively advise against purchasing overhyped or redundant products. Despite widespread managerial and societal relevance, consumer research lacks an integrative framework that synthesizes how firm-driven demarketing, creator-driven de-influencing, and consumer-driven anti-consumption intersect. This thesis addresses this gap by conducting a systematic literature review on the mechanisms, motives, and outcomes of deliberate consumption reduction. By synthesizing conceptual and empirical findings, the review identifies key drivers behind unbuying behaviors and structures boundary conditions.
Method	Literature review
Introductory literature regarding topic(T) or method(M)	• T: Iyer, Rajesh and James A. Muncy (2009), "Purpose and Object of Anti-Consumption," <i>Journal of Business Research</i>, 62 (2), 160-168. • T: Reich, Nicole Z. and Catherine A. Armstrong Soule (2016), "Green Demarketing in Advertisements: Comparing 'Buy Green' and 'Buy Less' Appeals in Product Promotion," <i>Journal of Advertising</i>, 45 (4), 441-458. • T: Zavestoski, Stephen (2002), "The Social-Psychological Bases of Anticonsumption Attitudes," <i>Psychology & Marketing</i>, 19 (2), 149-165. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1-5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333-339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii-xxiii.
Supervisor	Pascal Raczek

17	"Power to the Payer": A Conceptual Model of Drivers of Willingness-To-Pay in Participative Pricing Mechanisms
Abstract	Traditional pricing strategies rely on seller-determined price setting, leaving consumers with a binary take-it-or-leave-it decision. In contrast, participative pricing mechanisms (e.g., Pay-What-You-Want (PWYW) or Name-Your-Own-Price (NYOP)) delegate pricing control entirely or partially to the buyer. Although neoclassical economic theory predicts that self-interested consumers would pay zero, empirical marketing research consistently reveals that buyers voluntarily pay substantial positive amounts. However, marketing lacks an integrative conceptual framework that systematically maps how drivers, motives, and boundary conditions jointly effect consumers' willingness-to-pay. This thesis should address this gap by developing a conceptual model of voluntary payment behavior under participative pricing.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Gneezy, Ayelet, Uri Gneezy, Leif D. Nelson, and Amber Brown (2010), "Shared Social Responsibility: A Field Experiment in Pay-What-You-Want Pricing and Charitable Giving," <i>Science</i>, 329 (5989), 325-327. • T: Kim, Ju-Young, Martin Natter, and Martin Spann (2009), "Pay What You Want: A New Participative Pricing Mechanism," <i>Journal of Marketing</i>, 73 (1), 44-58. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Pascal Raczek

18	Drivers of Digital Well-Being: A Conceptual Model
Abstract	Digital technologies shape consumer decision-making and daily routines, offering immense convenience while fueling concerns over addiction, dependency, and information overload. Consequently, digital well-being, which describes the subjective individual experience of optimal balance between the benefits and drawbacks obtained from mobile connectivity, has gained considerable interest in consumer research. This thesis develops a conceptual model that structures the drivers of digital well-being across multiple dimensions (e.g., consumer characteristics and platform design).
Method	Conceptual model
Introductory literature regarding topic(T) or method(M)	• T: Galvan, Elizabeth G. and Christopher L. Newman (2025), "The Digital Detox Paradox: Potential Backfire Effects of Digital Detox Interventions on Consumer Digital Well-Being," <i>Journal of Public Policy & Marketing</i>, 44 (4), 579-586. • T: Melumad, Shiri and Michel Tuan Pham (2020), "The Smartphone as a Pacifying Technology," <i>Journal of Consumer Research</i>, 47(2), 237-255 • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Pascal Raczek

19	Pixel Prestige: Drivers of Perceived Exclusivity Under Digital Scarcity
Abstract	In digital environments, goods and content can inherently be replicated at zero marginal cost, challenging traditional notions of rarity and luxury. To overcome this abundance, firms increasingly implement artificial digital scarcity, as demonstrated by Valve releasing strictly supply-capped virtual skins in Counter-Strike that cost thousands of dollars on secondary markets. Although consumers often assign high status and value to such offerings, marketing lacks an integrative framework explaining how artificial limitations foster perceived exclusivity. This thesis addresses this gap by developing a conceptual model that identifies the drivers of perceived exclusivity under digital scarcity.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Belk, Russell (2013), "Extended Self in a Digital World," <i>Journal of Consumer Research</i>, 40 (3), 477-500. • T: Lynn, Michael (1991), "Scarcity Effects on Value: A Quantitative Review of the Commodity Theory Literature," <i>Psychology & Marketing</i>, 8 (1), 43-57. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54 (6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29 (Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14 (October), 490-495.
Supervisor	Pascal Raczek

20	Drivers of Purchase Intentions for Wearable Devices: A Conceptual Model
Abstract	Wearable devices, such as smartwatches, fitness trackers, and health rings, represent one of the fastest-growing categories in consumer electronics and digital healthcare. Beyond mere functional utility, wearables serve as personal health monitoring tools, fashion statements, and hubs for pervasive connectivity. Despite the growing relevance of wearable devices, the factors that drive purchase intentions remain underexplored in literature. The goal of this thesis is to develop a conceptual model that identifies and organizes key determinants of purchase intentions for wearable devices. By integrating various elements (e.g., product- and consumer-related factors), the conceptual model provides a framework for understanding why and under which conditions consumers purchase wearable devices.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Schaefer, Richard, Raghunath Singh Rao, and Vijay Mahajan (2018), "Marketing Self-Improvement Programs for Self-Signaling Consumers," <i>Marketing Science</i>, 37(6), 912-929. • T: Tikkanen, Hannu, Kristina Heinonen, and Annika Ravalb (2023), "Smart Wearable Technologies as Resources for Consumer Agency in Well-Being," <i>Journal of Services Marketing</i>, 37(8), 1017-1031. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75(4), 136-154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54(6), 1098-1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29(Fall), 405-415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14(October), 490-495.
Supervisor	Pascal Raczek

21	Fixing the Failure: A Literature Review of Service Recovery Strategies
Abstract	Service failures are inevitable in modern service ecosystems, often resulting in customer dissatisfaction, negative word-of-mouth, and customer churn. To mitigate these risks and restore customer trust, organizations deploy diverse service recovery strategies, ranging from economic compensation (e.g., refunds, discounts) and psychological redress (e.g., sincere apologies, empathetic listening) to prompt corrective action and process empowerment. However, empirical findings regarding the effectiveness of these interventions remain highly fragmented, as recovery success is heavily constrained by situational and psychological boundary conditions. The aim of this thesis is to conduct a systematic literature review on service recovery strategies. By synthesizing empirical literature, this bachelor thesis should classify key recovery mechanisms, evaluate critical boundary conditions, and derive actionable managerial guidelines for designing service recovery programs.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: DeWitt, Tom and Michael K. Brady (2003), "Rethinking Service Recovery Strategies: The Effect of Rapport on Consumer Responses to Service Failure," <i>Journal of Service Research</i>, 6 (2), 193-207. • T: Smith, Amy K., Ruth N. Bolton, and Janet Wagner (1999), "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," <i>Journal of Marketing Research</i>, 36 (3), 356-372. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1-5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333-339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii-xxiii.
Supervisor	Pascal Raczek

22	Just Finance Bros? How Gender Shapes the Drivers of Capital Market Participation: A Conceptual Model
Abstract	Although participation in capital markets has increased in recent years, substantial differences between men and women in investment behavior continue to be observed. These gender differences in financial decision making remain an important topic in research on household finance and consumer behavior, yet the literature lacks a cohesive conceptual model on how gender moderates the key determinants of capital market participation. The objective of this bachelor thesis is to examine whether individual, economic, and social factors have different effects on investment participation for men and women. Drawing on prior literature, a conceptual model is to be created to structure these relationships and generate practical implications for more inclusive financial service provision and communication.
Method	Conceptual model
Introductory literature regarding topic (T) or method (M)	• T: Bucher-Koenen, Tabea, Rob Alessie, Annamaria Lusardi, and Maarten van Rooij (2025), "Fearless Woman: Financial Literacy, Confidence, and Stock Market Participation," <i>Management Science</i>, 71(9), 7414–7430. • T: He, Xin, J. Jeffrey Inman, and Vikas Mittal (2008), "Gender Jeopardy in Financial Risk Taking," <i>Journal of Marketing Research</i>, 45(5), 414–424. • T: Ward, Adrian F. and John G. Lynch (2019), "On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes," <i>Journal of Consumer Research</i>, 45(5), 1013–1036. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75(4), 136–154. • M: Sparrowe, Raymond T. and Kyle J. Mayer (2011), "Publishing in AMJ - Part 4: Grounding Hypotheses," <i>Academy of Management Journal</i>, 54(6), 1098–1102. • M: Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process," <i>Journal of the Academy of Marketing Science</i>, 29(Fall), 405–415. • M: Whetten, David A. (1989), "What Constitutes a Theoretical Contribution," <i>Academy of Management Review</i>, 14(October), 490–495.
Supervisor	Leon Zink

23	Investment Communities and Finfluencers: The Role of Social Media in Shaping Financial Behavior
Abstract	Social media has become an important channel through which financial information, recommendations, and investment related content are communicated to consumers. While numerous studies examine individual channels like influencers or online communities an integrated overview of existing evidence is still missing. By reviewing and synthesizing existing literature, the bachelor thesis seeks to identify and structure the central findings that explain how financial communication on social media affects consumer attitudes, intentions and financial decision making. The findings may provide valuable insights for financial service providers seeking to understand the influence of social media on consumer behavior.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: Hayes, Adam S. and Ambreen T. Ben-Shmuel (2024), "Under the Finfluence: Financial Influencers, Economic Meaning-Making and the Financialization of Digital Life," <i>Economy and Society</i>, 53 (3), 478–503. • T: Zhao, Zhen and Xiangmin Li (2024), "Social Media and Family Investment Behavior," <i>Finance Research Letters</i>, 61 (March), 104945. • T: Zhu, Rui, Utpal M. Dholakia, Xinlei Chen, and René Algesheimer (2012), "Does Online Community Participation Foster Risky Financial Behavior?," <i>Journal of Marketing Research</i>, 49 (3), 394–407. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136–154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1–5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333–339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii–xxiii.
Supervisor	Leon Zink

24	Human or AI? The Role of Anthropomorphism in Chatbot Adoption
Abstract	Chatbots are AI based computer programs designed to simulate conversations with a human through text or voice and allow firms to provide automated customer support across digital channels. Anthropomorphism refers to human-like characteristics, such as personality, emotions, or conversational style, to non-human entities and may shape how customers interact with chatbots. While prior research has examined individual aspects of anthropomorphism and chatbot adoption, a comprehensive literature review that integrates these findings into a unified perspective is still missing. By reviewing and synthesizing existing literature, the bachelor thesis seeks to provide valuable insights for implementing chatbots in customer service.
Method	Literature review
Introductory literature regarding topic (T) or method (M)	• T: Crollic, Cammy, Felipe Thomaz, Rhonda Hadi, and Andrew T. Stephen (2022), "Blame the Bot: Anthropomorphism and Anger in Customer-Chatbot Interactions," <i>Journal of Marketing</i>, 86 (1), 132-148. • T: Ozuem, Wilson, Silvia Ranfagni, Michelle Willis, Giada Salvietti, and Kerry Howell (2024), "Exploring the Relationship Between Chatbots, Service Failure Recovery and Customer Loyalty: A Frustration-Aggression Perspective," <i>Psychology & Marketing</i>, 41 (10), 2253-2273. • T: Sheehan, Ben, Hyun Seung Jin, and Udo Gottlieb (2020), "Customer Service Chatbots: Anthropomorphism and Adoption," <i>Journal of Business Research</i>, 115 (July), 14-24. • M: MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," <i>Journal of Marketing</i>, 75 (4), 136-154. • M: Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review articles: purpose, process, and structure," <i>Journal of the Academy of Marketing Science</i>, 46 (1), 1-5. • M: Snyder, Hannah (2019), "Literature Review as a Research Methodology: An Overview and Guidelines," <i>Journal of Business Research</i>, 104 (November), 333-339. • M: Webster, Jane and Richard T. Watson (2002), "Analyzing the Past to Prepare for the Future: Writing a Literature Review," <i>Management Information Systems Quarterly</i>, 26 (2), xiii-xxiii.
Supervisor	Leon Zink