

Suggestions for Bachelor's and Master's Thesis Topics

University of Hohenheim

Chair of „Consumer Behavior in the Bioeconomy“

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1. Correct Waste Separation – Motivators and Inhibitors for Consumers (BA/MA)
2. Consumer Acceptance of Nanotechnology – An Online-Based Consumer Study (MA)
3. Food Neophobia OR Food Neophilia in Relation to Biotechnology – A Focus Group Discussion (MA)
4. Systematization of Consumer Knowledge on Biodegradable vs. Non-Biodegradable (Bio)Plastics – A Literature Review (BA)
5. Consumer Knowledge About Waste Separation (BA/MA)
6. Consumer Knowledge About Cultivated Meat Technology (BA/MA)
7. Waste Management Systems – Country, City, Regional, or Efficiency Comparisons (BA)
8. Waste Sorting and Reduction in Germany – Nudging Approaches to Promote Environmentally Friendly Behavior (BA)
9. Studying Agricultural Sciences: Motivators and Barriers (MA)
10. Knowledge and Attitudes of Consumers Towards Biodiversity-Promoting Foods (BA/MA)
11. Biodiversity Conservation Labels on Food Products (BA)
12. Sustainability Labels as a Purchasing Aid: Do They Also Influence Post-Consumption Behavior? (MA)
13. Willingness to Pay for Biodiversity-Promoting Foods (BA/MA)
14. Effect of Different Labels for Biodiversity Conservation on Food Products (MA)
15. The Power of Images: How Visual Information Influences Waste Sorting Behavior (MA)
16. Effectiveness of Color Coding and Multi-Level Labels in Waste Separation: A Comparison of Single and Multi-Tier Labeling Systems (BA – Literature Review; MA – Empirical)
17. Confusing or Helpful? The Role of Recycling Labels on Packaging for Waste Sorting Behavior (BA/MA)
18. Influence of Information Campaigns on Waste Sorting Behavior in Urban and Rural Areas (BA)
19. Information Campaigns for Waste Sorting: Effective? (BA/MA)
20. Nutri-Score: A Systematic Literature Review (BA/MA)
21. Microplastics in Food Consumption from the Consumer Perspective (BA)
22. Microplastics as a Decision Criterion in Food Purchasing (MA)

Notes:

- BA = Bachelor's Thesis: Typically involves desktop research or small-scale empirical studies.
- MA = Master's Thesis: Empirical study aiming for $n = 200$ consumers (quantitative study) or focus groups ($n = 6-8$ participants) or interviews ($n = 6-12$ participants).