

Topic suggestions (Bachelor and master thesis)

University of Hohenheim

Department „Consumer behaviour in the bioeconomy“

Jun.-Prof. Dr. Ramona Weinrich

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

22. Consumer Acceptance of Cultured Meat among Vegetarians, Vegans, and Omnivores (MA)
23. Systematic Review: Nutritional Evaluation of Cultured Meat (BA)
24. How do different information formats affect waste-sorting behavior? (BA)
25. The influence of social comparison on the motivation to sort waste correctly (BA)
26. What do citizens think of AI-assisted waste-sorting systems? (BA)
27. The impact of language and readability on the comprehension of recycling information (MA)
28. Technology acceptance and environmental behavior: Applying the TAM model to recycling apps (MA)
29. Effects of information about biodiversity on consumers' purchase intentions (BA/MA)
30. Consumers' knowledge and attitudes towards biodiversity-friendly food products (BA/MA)
31. Cultural differences in the perception and appreciation of biodiversity (BA/MA)
32. Cues and labels for biodiversity protection on food products (BA)
33. Public Awareness and Perceptions of Peat Use and Its Environmental Impacts (BA/MA)
34. Social Acceptance of Integrated Soil Management Practices Among Small-Scale Farmers (BA/MA)
35. Economic perceptions of peat alternatives among small-scale farmers (BA/MA)
36. Effect of different labelling of pesticide-free foods on consumer purchase intention (BA/MA)
37. Application of the Eye Tracking method to investigate perception and decision-making processes regarding food packaging: A systematic literature review (BA)
38. Design of food packaging for products from alternative agricultural production systems (BA)