



## Master thesis topic

### An exploration of consumption preferences for unsustainable products

Imagine that you really like to eat avocados. However, you are aware that you should not buy avocados at the supermarket because avocado production has major sustainability problem (e.g., avocado production increases greenhouse gas emissions and soil degradation). Imagine you are at home and think about avocados. Being at home, would you put avocados on your shopping list? Now imagine you are in the supermarket and you see avocados in the shelf. Being in the supermarket, would you put avocados in your shopping basket? If your answers to the latter two questions differ, then your preferences for unsustainable consumer products might be different at home versus in the supermarket.

In this thesis topic, you will investigate consumption preferences for unsustainable products. This is a broad topic. For example, you could investigate whether consumption preferences for unsustainable products (e.g., avocados, meat, plastic, or cars) differ depending on the stage of the buying process. If so, why? How do people perceive the decision to buy unsustainable products? Are these perceptions different when you do it or when somebody else is doing it?

If you want to apply for this topic, please provide the following:

- A short abstract (max. 1 page) that describes (i) a potential research question that you want to look at, and (ii) the methods you would use to answer this research question.
- A CV and your transcript of records.

Please send your application to Armin Granulo ([armin.granulo@tum.de](mailto:armin.granulo@tum.de)). The deadline for your application is **May 10**. If you are assigned to this topic, you will be notified until May 17. This means you will **only** hear back from me if you are assigned to the topic (I am very sorry for that).

#### Literature

Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude–behavioral intention” gap. *Journal of Agricultural and Environmental ethics*, 19(2), 169-194.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49.