

Topic selection of supervised bachelor and master theses

- Spillover Between Sustainable Behaviors:
The Case of Vegetarians/Vegans and Food Waste Reduction
- Kühlschrank, Obstschale, Keller? Die Auswirkung von Aufklärungsmaßnahmen zur Häuslichen Lagerung von Obst und Gemüse zur Reduzierung von Lebensmittelverschwendung
- The Influence of affective-oriented labeling on purchase intention of food products
- Consumers' Valuations of Environmental and Functional Attributes of Bioplastic Packaging
- Planting Trees or Plastic-Free Packaging? A Study on the Impact of German food Start-Ups' 'Green' Social Media Advertising on Purchase Intention
- Pricing Sustainable Shipping of Coffee: Consumers' Preferences and Willingness to Pay for Emission Reductions and Offsets
- Local food consumption during the COVID-19 pandemic: Explaining the changes in consumer preferences
- Einflüsse auf die Mehrzahlungsbereitschaft von VerbraucherInnen für regionale und Bio-Lebensmittel
- Analysis of brand performance and brand loyalty in the German dairy market based on household scanner data
- The Parental Influence on the Fruit and Vegetable Intake of Bavarian School Children. Results from the Bavarian school programme 2020
- Social Norm Influences on Consumer Choices of Animal Welfare Products
- Maßnahmen der Kommunikationspolitik am Beispiel der Brauerei Unser Dorfbräu