

Bachelor's Seminar in Behavioral Marketing:

A Selection of Previously Offered Topics

1. Curiosity and consumer behavior: how retailers use mystery to influence purchase motivation
2. What makes a product design visually appealing?
3. How does a product's country of origin (made in ...) affect consumer behavior?
4. How do consumers view access and ownership differently?
5. Faces attractiveness: which features determine attractiveness and how are these features reflected in marketing materials?
6. The use of beautiful vs. distinctive faces in marketing: strategies and consequences for consumers
7. Perceptual biases: when current states and needs influence decisions
8. Promotion or prevention focus? The forces that drive people
9. Incentive motivation (automatic reaction) vs. goal directed motivation: what determines behavior?
10. Consumers' discounting of the future: the tendency to value present rewards more than future rewards