

HOW DO SENSORY PERCEPTIONS SHAPE CONSUMER BEHAVIOR?

Consumer literature provides many examples of how perception shapes consumer behavior in situated ways. To illustrate, recent research in our lab has shown that body postures can influence consumption, that touching products may facilitate visual perception and choice of products with similar shape and size or that consumers with a broad scope of attention visually attend more broadly to a store's assortment and purchase more unplanned. Understanding how perceptions shape consumer behavior is critical for marketing because a) it reveals a lot about the nature of human mind and b) perceptions can be used as subconscious triggers to influence consumer behavior. Your thesis will investigate a specific topic which depends on the supervisor's current research project and your preferences. Writing a thesis will also require to conduct a lab or field experiment and analyzing the data with SPSS. Your supervisor will guide you through those critical steps.

Please contact Dr. Streicher for a current list of topics and relevant literature.