

Topic: Marketing/nudging strategies to promote fruits and vegetables

Type: master thesis

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Our research group: <https://www.ilr1.uni-bonn.de/en/research/research-groups/sustainable-nutrition>

Fruits and vegetables play a crucial role in promoting healthy and sustainable diets. However, despite broad public awareness of their benefits, actual consumption often remains below recommended levels. At the same time, decisions at the point of sale (e.g., in supermarkets) are frequently driven by situational cues such as product placement, packaging, pricing strategies, and promotional displays. Understanding how such marketing and nudging strategies could be used to promote fruit and vegetable purchases is essential for public health, farmers, and retailers.

This master's thesis topic focuses on investigating the effectiveness of marketing and nudging strategies to promote fruits and vegetables in the new laboratory supermarket of the University of Bonn (<https://www.ilr1.uni-bonn.de/lab-supermarket/en/lab-supermarket>). The project allows for the experimental testing of real-world interventions, such as comparing alternative packaging designs, loose versus packaged presentation, secondary placements (e.g., displays), or price promotions. Consumer responses can be measured in terms of actual purchase behavior.