

Graduation research project:

How can brands stimulate responsible consumer behaviour?

Strong brands play a significant role in shaping consumer behaviour. They can influence purchase decisions, perceptions of product and service experiences, and even foster emotional connections with consumers that lead them to form communities. Moreover, brands can shape how individuals see themselves and their social roles; for instance, purchasing specific brands can reinforce group membership, helping individuals feel a sense of belonging and authenticity. Recent research in consumer behaviour continues to provide compelling evidence of how brands not only structure market perceptions but also how consumers view themselves and others.

At the same time, growing environmental concerns have brought attention to the need for shifting consumer patterns and promoting more sustainable lifestyles. In light of this, we are seeking a graduate student to explore how brands can play a pivotal role in encouraging more responsible consumer behaviour. You can, for example, think of brand communication, brand image, pack or product design, brand strength, and ethicality.

Candidate profile:

You are skilled at analysing complex information and translating it into a clear conceptual story that connects ideas effectively. Curiosity and a strong passion for understanding responsible consumer behaviour and branding drive your work. You are a master's student with a proven track record in relevant courses and a strong affinity for (one of) the following courses:

- Brand and product commercialisation
- Strategic brand management
- Brand experience across technologies
- Responsible consumer behaviour
- SPD research

Start date:

Q2 or Q3

Supervisory team and Contact:

Sijia Bakker-Wu S.bakker-wu@tudelft.nl

Marielle Creusen