The Influence of Caffeine on Consumer Purchase Behavior
(Michael Canty)

Language: German/English

What a difference a cup of coffee can make on the day. Coffee is consumed throughout the world by a large fraction of the population on a daily basis. The most controversial ingredient of the hot beverage is the central nervous system stimulant caffeine. Caffeine has been found to be a driver of various behavioral alterations.

This master thesis will focus on the influence the stimulant has on the purchase behavior of its consumers within a specific purchase setting. Furthermore, the student will investigate if caffeine consumption interacts with the change in a selected mediator between two time periods. Finally, it is to determine if the selected mediator truly mediates any potential alteration in purchase behavior.

Introductory Literature:


