Abstract
Consumers tend to have negative and less favourable attitudes towards products with chemicals (e.g., food additives, chemical contaminants, etc.), along to some over/underestimations of their risks (Mertz, Slovic & Purchase, 1998; Bearth, Miesler & Siegrist 2017). They get somewhat fearful of chemicals and tend to avoid products with chemical substances in order to reduce or eliminate the exposure to chemical risks (Dickson-Spillmann, Siegrist, & Keller, 2011). For instance, consumers avoid the consumption of food additives that they associate with high risks, and the use of non-eco-labelled household cleaning products that they perceive to be riskier than the ones labelled eco-friendly (Bearth, Cousin, & Siegrist, 2014; Bearth, Miesler, & Siegrist, 2017; MacGregor, Slovic, & Malmfors, 1999). Furthermore, laypeople associate minor doses and small exposures to toxic chemicals with almost definite harm, which illustrates their lack of sensitivity to the dose-response relationships and exposure scenarios (Mertz et al., 1998; Slovic et al., 1995). This leads them to possess high concerns regarding certain products with chemicals (Dickson-Spillmann, Siegrist, & Keller, 2011; Kraus et al., 1992; Slovic et al., 1995).

Thus, the goal of this thesis is to identify consumers' risk perceptions and compare their sensitivities to the dose-response relationship for a range of products with chemicals (e.g., for food, cleaning products, etc.). It is also an objective to determine which factors (e.g., their knowledge, personal experiences, etc.) influence their risk perception.

Tasks
- Literature review
- Data collection (qualitative interviews or online survey)
- Data analysis and presentation
- Write the thesis (English)

Application and contact
The thesis can be started by prior arrangement.
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