

Bachelor-/Master Thesis

Discrete-choice experiment to investigate the willingness to pay for the selection of fuels

■ Organizational aspects

The thesis can be written in **English, French, or German**.

■ Motivation and objectives

Electric mobility is expanding in transportation and becoming more important in the context of emission reduction. However, conventional fuels could be substituted with renewable ones in conventional vehicles making them a possible sustainable transport solution. Consumer acceptance and willingness to pay for alternative fuel vehicles are playing an increasingly important role in today's automotive market.

The aim of this study is to assess customer preferences and willingness to pay for different fuels and fuel costs.

■ Content of the thesis

This thesis deals with a survey to investigate customer preferences and willingness to pay for vehicles with different fuels. At first, you will review the literature for similar works about discrete choice experiments and choice-based conjoint analysis. From the reviewing, you will be able to design an online tool to perform your survey. You will define the decision sets that you will present to the respondents. In each decision set, you will present the vehicle alternatives, the attributes and the corresponding characteristic values. The determination of the characteristic values is determined by looking at the models in the VW Golf equipment line. Afterwards, you will implement the methodology that you will use to analyze your survey data so you can discuss your results.

■ Requirements

Reliability, commitment, and pro-active attitude

■ Duration

3 to 6 months

■ Please contact

Dr.-Ing. Jérémy Rimbon,
Tel.: 0721/608-44685, jeremy.rimbon@kit.edu



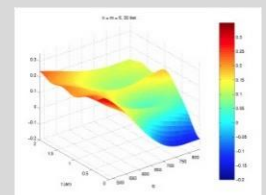
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