

Master thesis topic announcement

Chair of Agricultural Marketing



Living income and living wage along global value chains: Perceptions and preferences of consumers in Germany

(literature review, survey design and data analysis)

The concepts of living income and living wage have been developed primarily within the international development and cooperation community (see, for instance, the *Living Income Community of Practice*). International organisations have proposed definitions and methodologies to measure the gap between actual incomes and wages received by farmers and/or labourers and the level required for a decent standard of living.

Most existing research in this field focuses on the production side, examining either the income of farmers or wage of labourers or the distribution of value along the supply chain. Much less attention has been paid to the perspective of end consumers: How do they perceive the share that farmers or farm labourers receive from the price they pay for products such as chocolate, coffee, or bananas? Would consumers be willing to pay more for products that explicitly guarantee a living income or living wage across the value chain—going beyond the established concept and certification of Fair Trade.

To address these questions, this master thesis will contribute to an empirical study with consumers in Germany, carried out in collaboration with researchers from the Department of Agricultural Economics at Texas A&M University. The work will include a literature review, the joint development of a questionnaire and/or experiment, and an initial analysis of the data. The thesis should be written in the style of an academic journal article (8,000–10,000 words), preferably in English.

The research will be conducted in close cooperation with the thesis supervisors at all stages.

Starting date:
as soon as
possible



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If you have any questions or would like to apply,
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