

Consumer response to visual and product-information cues in pharmacy products

This TFG studies how consumers respond to different visual and informational elements in dermocosmetic or over-the-counter pharmacy product presentations. The student will prepare controlled product images or product-style stimuli, run short computer-based behavioural tasks, and collect response, attention and questionnaire data related to familiarity, trust, perceived quality and purchase intention. The project is experimental but does not involve wet-lab work.

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