UNIKASSEL
VERSITÄT

FB07 Economics and Management
Chair of Applied Microeconomics
and Empirical Energy Economics
Prof. Dr. Heike Wetzel

Master thesis: Designing discrete choice experiments for household investment decisions

To achieve energy and climate policy goals, the energy infrastructure must be rapidly restructured. Households will also have to contribute by making costly and complex investments in heating systems, decentralized technologies for the generation and storage of electricity and heat, and increasing the energy efficiency of buildings. Discrete choice experiments (DCE) are an interesting methodological approach to study this decision behavior.

The objective of this thesis is to evaluate existing DCE studies that investigate residential investment decisions such as energy retrofits, solar thermal, photovoltaics, and heating systems. In a first step, relevant studies are to be identified. In a second step, a descriptive analysis is to be performed according to criteria according to pre-defined criteria (e.g. scope of the investment decision, selected attributes). By analyzing the relevant studies, typical problems for the design of a DCE for investment decisions are to be identified and the solution strategies chosen in the studies are to be presented. Finally, recommendations for future DCE studies shall be derived.

Prerequisites:

- Intermediate knowledge of econometrics
- Interest in quantitative research methods
- Strong analytical skills and ability to work independently

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