

ESSAY TOPIC

The purchase of secondhand goods has increased significantly over the last few years. More consumers are interested in buying used goods, a trend that is also driven by the growing importance of a sustainability mindset in society. Your task is to write a research proposal for a study on how to stimulate consumers' purchase of secondhand goods. Use consumer behavior or consumer economic theories as theoretical background.

GUIDELINES

- Language: English
- Style: Research proposal, including among others background, theory, and methods. Please base your work on an appropriate number of scientific sources
- Quoting style: your choice, please use one quoting style consistently
- Font: Times New Roman
- Font Size: 12
- Word count: min. 1500 and max. 2000 words (Bibliography not considered)
- Margins: 2 cm
- Line spacing: 1.5
- Please note: While you may want to use generative AI for doing your background research, using results will require citing the source. Also, do not rely on references suggested by AI and check all the information that you use.
- **The essay will need to be uploaded in TUMonline as PDF file before you can finish your online application.** Please name the PDF document as follows: Surname_Name_Essay.pdf
Example: Mustermann_Felix_Essay.pdf

IMPORTANT

We expect a high standard of scientific work from our applicants. Therefore, independently of the result in stage one, all essays will be checked to see if they comply with these standards. Applicants who do not meet them, as in cases of plagiarism or the use of AI (e.g., Chat GPT, DeepL, Grammarly, etc) evidenced in the essay, will be excluded from the process. Essays are evaluated on the applicant's original work and the use of manual skills. We do not allow the use of AI technologies for idea creation, structuring, editing, or assignment completion.

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Name: Xxxxxx Xxxxxx

Date: xx.xx.xxxxx