

### ESSAY TOPIC

The Covid-19 pandemic has put health in the focus of society. At the same time, obesity and related cardiovascular diseases are increasing worldwide. Policy makers are struggling to convince a large group of consumers to eat healthier, exercise and to reduce stress for mental health.

Write a research proposal for a study investigating how consumers can be motivated to live healthier. For your study, focus on one dimension of healthy living or health behavior. Use consumer behavior theories as theoretical background.

### GUIDELINES

- Please include a cover page and the statutory declaration (template on the following page of this document)
- Language: English
- Style: Research proposal, please base your work on an appropriate number of scientific sources and include a bibliography
- 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 (Declaration of authorship and bibliography not considered)
- Margins: 2 cm
- Line spacing: 1.5
- **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:  
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**Essay Topic:**

How consumers can be motivated to live healthier

**Name: Xxxxxx Xxxxxx**

**Date: xx.xx.xxxxx**

Declaration of Authorship

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