Consumer Behaviour

Assignment Guidelines:

This task evaluates the fundamental psychological, cultural, social, and personal theories that drive consumer purchasing decisions. Students are expected to critically analyse the consumer decision-making journey, interpret behavioural data, evaluate internal and external influences on buyer actions, and apply these insights to build effective marketing strategies, brand positioning, and enhanced customer experiences.

Submission Format:

- Type: Practical Analytical Report (Consumer Behaviour Project)
- Font/Spacing: Times New Roman, Size 12, Double Spaced
- Word Count: 2500 – 3000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of consumer behaviour theories, models, and decision-making concepts – 20%
- Critical analysis of psychological, social, and environmental drivers of consumer actions – 25%
- Use of empirical data, behavioural metrics, academic literature, and industry case studies – 20%
- Strategic marketing insight, campaign positioning, and quality of practical recommendations – 25%
- Structure, technical writing clarity, professional presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Theoretical Framework & Consumer Models
- Behavioural Data & Market Analysis
- Discussion & Managerial Implications
- Strategic Positioning & Campaign Framework
- Conclusion & Recommendations
- References
- Appendices (Survey Instrument & Profile Data)

Assignment Task – Choose ONE of the following practical projects:

Option 1: Psychological Drivers, Consumer Perception, and Brand Positioning

Analyse how internal psychological factors—such as motivation, perception, learning, and attitudes—shape consumer decision-making and brand loyalty. Your paper should:

- Describe and assess key psychological models (such as Maslow's Hierarchy, Perception Filters, Tri-Component Attitude Model) and their application to consumer decisions.
- Discuss traditional cognitive decision-making models in the light of contemporary behavioural economics findings (e.g. heuristics, cognitive bias, affective triggers).
- Evaluate corporate brand case studies demonstrating the effective use of psychological positioning to reposition a product in the marketplace or to a failure when consumer perceptions were not gauged correctly.
- Create a focused strategic consumer profile and brand positioning map that will change consumer attitudes and encourage them to purchase.

Option 2: Socio-Cultural Dynamics, Reference Groups, and Digital Consumer Behaviour. Investigate the influence of external social dynamics, culture, social class, and digital environments on the modern consumer decision-making journey. Your paper should:

- Analyse the impact of cultural norms, subcultures and reference groups (e.g., digital influencers, online communities) on buying behaviour across various demographic groups.
- Analyse the trade-offs between traditional demographic market segments and modern psychographic and digital-behavioural segments.
- Discuss case studies of global brands that have either thrived or created reputational crises in consumer markets due to socio-cultural nuances.
- Recommend a cross-platform consumer engagement strategy that is customised for subcultures and social reference groups in today's digital environment.

Option 3: The Omnichannel Consumer Journey, Post-Purchase Behaviour, and Brand Advocacy

Evaluate how modern consumers navigate omnichannel touchpoints from initial problem recognition to post-purchase evaluation and long-term brand advocacy. Your paper should:

- Map the end-to-end consumer decision journey (Awareness, Search, Evaluation, Purchase, Post-Purchase) – digital and physical retail channels.
- Evaluate cognitive dissonance, customer satisfaction metrics, and loyalty programs as tools to mitigate churn and create brand advocates.
- Analyse recent case studies of enterprise brands that have used CX design and behavioural analytics to drive post-purchase retention.
- Develop a customer experience roadmap that optimises touchpoints and maximises customer lifetime value (CLV).