

Consumer Behaviour Assignment

Assignment Overview:

- **Topic:** Exploring consumer behavior during the Christmas season in the context of holiday shopping.
- **Focus Areas:** Psychological, cultural, and social factors influencing decision-making in Christmas shopping.

Submission Format:

- **Project Report:**
 - **Font:** Times New Roman, Size 12
 - **Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Deadline:** 24th December 2025

Assessment Criteria (each worth 20%):

1. **Application of consumer behavior theories**
2. **Critical evaluation of consumer shopping trends during Christmas**
3. **Innovativeness in understanding consumer motivations**
4. **Use of real-world data and case studies**
5. **Structure, clarity, and APA formatting**

Mandatory Sections:

1. **Title Page**
2. **Table of Contents**
3. **Abstract**
4. **Introduction**
5. **Literature Review**
6. **Methodology**
7. **Findings**
8. **Discussion**
9. **Conclusion**
10. **References**
11. **Appendices**

Assignment Task – Choose ONE of the following written assignments:

- **Option 1: The Role of Emotional Buying and Impulse Purchases During Christmas**
 - Analyze how emotional appeal, nostalgia, and social pressure drive consumer decisions during the holiday shopping season.
 - Discuss the impact of impulse purchases and limited-time offers on consumer behavior.
- **Option 2: The Influence of Social Media on Consumer Behavior During Christmas Shopping**
 - Explore how platforms like Instagram, Facebook, and Pinterest influence purchasing decisions during Christmas.
 - Investigate how user-generated content, influencer marketing, and holiday-themed content shape consumer decisions.
- **Option 3: The Rise of Ethical Consumerism During Christmas: Sustainable and Responsible Shopping Choices**
 - Discuss how consumers' growing environmental awareness and ethical values influence their shopping decisions during the holiday season.
 - Evaluate the role of sustainable brands, eco-friendly products, and green certifications in shaping purchasing behavior.