BUSN2020 Consumer Behaviour – Alternative assessment

Individual project (30% OF THE TOPIC GRADE)

You are required to complete the following project. "*Individual decision making and the role of memory*". In brief, the project consists of selecting a specific product or service category of interest to you and for which consumers are highly involved with making a complex purchase decision. You then need to outline a brief hypothetical plan for data collection and analysis (no need to execute the data collection). The key relevant lecture for your assignment is Week 6. **The deadline for this assignment is end of Week 11 (Sunday 11:55pm)**.

Submission of this component of the assignment is exceptionally via email to the Topic Coordinator (lara.stocchi@flinders.edu.au) and with your tutor in CC to the email (bryony.jardine@flinders.edu.au).

The structure of your assignment should be as follows:

i. **Cover page** as per the FLO template (*not included in the page count*)

ii. **Introduction** – i.e., brief explanation of the selected category (why you chose it and why it is high involvement) (*max half a page long*)

iii. **Explanation of the data needed** (type of data and justification, i.e. strengths and weaknesses) to understand more about how consumers choose this category (*max 4 pages long*) – see lecture Week 6

iv. **Brief discussion of expected managerial relevance of the data analysis** (*max half a page long*)

v. **Reference list** (*not included in the page count*)

In essence, you will submit a 5 pages long assignment (excluding references and cover) demonstrating your understanding of the importance of measuring consumer behaviour to inform managerial decisions.

The assessment criteria will be as follows:

- Understanding of context of consumption chosen 20%
- Presenting a comprehensive plan for data collection 30%
- Depth of the critical reflections included 15%
- Evidence of additional reading/info search 25%
- Overall logical flow 5%
- In-text referencing   5%