

Assessment 1: Consumer Decision Model Analysis

Worth: 20%

Word count: 1500 words +/- 10%

Purpose: The goal of this assignment is to develop your understanding of the standard consumer decision process model. You must apply it to two different purchase decisions. They do not need to be real purchases, instead describe the process you would go through should you decide to make these purchases.

A. High involvement product

Use the standard consumer decision process model (Engel, Blackwell and Miniard model from study guide on page 7) to describe your purchase of the Mercedes-Benz car.

B. Low involvement product

Use the standard consumer decision process (Engel, Blackwell and Miniard model from study guide on page 7) model to describe the purchase of the medicated anti-dandruff shampoo.

C. Critical evaluation of the model

Based on your description in section (a) and section (b), discuss the strengths and weaknesses of the standard consumer decision process model.

Assignment guidelines

Many students' assignments contain all the necessary material, but do little to develop a structure or synthesise the issues into a coherent format. This is often what distinguishes an "A" grade assignment from a "C" grade assignment. Please use an essay format for assignment one.

There are many advantages with an essay format. When you'll have to write an essay, you will have to construct an argument, marshal your evidence, use your knowledge of marketing theory, draw conclusions, and communicate effectively in writing. I can't think of a better way to learn this than by writing essays. In particular, essays offer a unique device for examining a specific topic area, and also for assessing a student's knowledge and awareness of a specific issue or debate. An essay is also a useful tool for enhancing your written communication skills, which will be an important aspect of your career.

Please note you are not assessed on whether I think the stance you argue is the "correct" one. I am more interested in your awareness and understanding of the issues involved and implications of a particular topic or area. I am also interested in your ability to source relevant citations on the topic and integrate these into your discussion. A copy of the grading sheet used for this paper is provided. While not the only points considered in assessing your work, these are the key factors to focus on in order to achieve a passing grade.

Citing references

The reference system used should enable you to indicate the source of facts and opinions without interrupting the flow of your argument, and it must enable a reader to check and pursue these citations quickly and economically. These guidelines are based on the APA (American Psychological Association) referencing system

If you require further guidance about writing or correct referencing techniques then you should refer to the supplementary text for this course, *Writing Guidelines for Business Students*, edited by Lisa Emerson.

Presentation of work

- All written work must be submitted on A4 (21 cm x 29.7 cm) sized paper format.
- Double-spaced or 1½ line spacings are preferred.
- Each page should be numbered in one continuous sequence in the top right-hand corner. Commence numbering from the page following the title page. Print your last name at the top of each page.
- Ensure you have a title page on top of the work. This should give your full name, student ID number, paper coordinator, paper title, assignment number and word count.

School of Communication, Journalism and Marketing
Consumer Behaviour
Assignment One

Student Name: _____

Student ID Number: _____

Presentation	Very Poor				Very Good
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grammar, punctuation and spelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Referencing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Content	Very Poor				Very Good
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of decision process model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Application to Mercedes-Benz car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Application to anti-dandruff shampoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Critical analysis of model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: these scales provide an indication of the strengths and weaknesses we noted in your work; your performance on these criteria was one factor considered when your overall grade was determined.

Comments

Initial Mark: _____
Deductions: Lateness _____
FINAL GRADE: _____

Criteria	Value
<p>Analysis, Content, Structure Identifies important and relevant dimensions of the topic; Develops a logical, clear and consistent conceptual structure; Focuses on the issues of greatest relevance; Develops ideas in sufficient depth; Provides an informed and convincing discussion/argument; Supports the discussion with sufficient, relevant and quality literature; Answers the essay question.</p>	80
<p>Referencing Sources and uses sufficient, relevant and good-quality materials; Correct referencing style and formatting (APA) for in-text citations and reference list.</p>	10
<p>Presentation Correct essay format (introduction, body, conclusion; correct sentence construction and appropriate use of paragraphs, 1.5 line spacing); Correct spelling, grammar, punctuation; Uses clear and appropriate language and tone; Clear, concise and professional writing style and presentation; Appropriate length.</p>	10
Total	100