# **AMN400 Consumer Behaviour. Semester 2, 2022.**

# **Assessment Guidelines**

## **A2. Assessment 2: Group Assignment. Hot Topic**

**Weight:** 40%

**Length:** 3,000 words excluding references

**Group**

**Due** Week 13 Turnitin before 11.59 pm. Monday 24th October.

**Key elements:**

* The consumer behaviour theory
* Real world ‘hot topic’ (ideally a consumer trend)
* Future research ideas

**Hot topics need to be from current trends. You can choose your topic.**

**We suggest you discuss this with your tutor prior to finalizing your topic.**

*Some examples:*

* Growth of “meatier” plant based products
* Self-care and wellness travel
* High protein food products
* Customisable products
* Shop local

**Suggestions for consideration:**

Is the theory driving the trend? Or can you use the theory to explain where the trend is going?

How does the trend relate to cultural, socioeconomical or ethical issues? Important for the CRA

You need to be targeted when it comes to applying theory.

## **Assessment Structure Guidelines**

**Abstract: 100 - 200 words.** (**NOT** included in 3000 wordcount)

**Part 1: The Situation. 800 – 1000 words.**

Begin with an analysis of changes in an aspect of your selected HOT TOPIC. Find three or more media articles as an initial source and at least three recent industry and academic publications which address the topic in a general way.

This section should be like a background briefing and provide a foundation for your selection of academic journal articles to support your analysis in Part 2.

**Part 2: Academic literature. 1000 - 1200 words**

**Hint: \* Compile a Literature table that summarises what you cover in this section. Use this table summary to guide your analysis and discussion.**

This is a literature review section where you analyse each academic journal article, summarising its main points and judging its relevance to the situation, developed in Part 1. Some articles will be highly relevant and address the situation quite obviously. Other articles may be less so, but even if its relevance to the situation is not that obvious, your interpretation, using your knowledge of consumer behaviour and its many elements, should guide you to making insightful critique statements about the article. It can be just as significant either way, to have an article which you can see as of high or low relevance to the situation. The objective is to show the quality of your CB knowledge and your ability to analyse and explain your view of the article’s relevance.

For this section use about ten articles from academic journals in addition to Industry journals and quality media articles.

**Part 3: Conclusions and Future Research Areas. 800 - 1000 words**

Summarise what you have learned from this assignment in terms of how useful or otherwise the literature is towards explaining and directing marketers through the situation, and recommendations about how academic research can contribute more so. Some suggested prompts:

* How consumer buying behaviour in the current era has changed (describe how) and contributes to your HOT TOPIC and how marketing has evolved to service this era - describe changes.
* The opportunity and potential for academic research to contribute further to address the issues you have identified in the situation.

**Total words not to exceed 3000.**

**Groupwork.**

This is a group assignment. It lends itself to sharing distinct but complementary tasks, such as assigning different search / research tasks to each member of the group.

Groups should prepare and plan up-front with a task list, a schedule (group chat times and deadlines), and ‘contract’ of who does what by when. This will then serve to indicate specific contributions by each student and a reference if any student in the group has a grievance about group performance.

**Professional Communication Notes:**

* This assignment must be written by the group **in no more than 3000 words** (not including tables which shouldn’t be more than one page long, in-text references, and the reference list and appendix). Note, the appendix should only be utilised for information that is essential to the body of the report. The appendix will not be counted towards the grade.
* This report is an academic piece of work and is expected to comply with an **accepted academic referencing convention (APA or Harvard only).**
* **Ensure your report has been edited** and **contains no errors** with regard to grammar, spelling and/or punctuation.
* Please ensure you **provide a cover-page for your assignment**, listing all group members’ details: name, student number, and tutor.
* The **assignment must be uploaded to Blackboard** by due date:

**Sources:**

Suitable primary information sources will be provided in lectures and tutorials.