



In academic
affiliation with



GULF COLLEGE – MUSCAT – SULTANATE OF OMAN
UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR: 2016-2017

First Semester

ASSIGNMENT

Module Title: CONSUMER BEHAVIOUR	
Module Code: MKTG50210-5	
Method of Assessment : Task 1 – Group Work: Formal Presentation Task 2 – Individual Assignment	
Weighting: Task 1 - 40% Task 2 - 60%	Module Credits: 15
Level: 5	Semester/Teaching block: 1
Morning / Evening session : Both	Examiner: Dr. Regina Ms. Buthaina
Additional Information (if any): 1,000 words	

Module Name : CONSUMER BEHAVIOUR
Module Code : MKTG50210-5
Weighting : Individual Work (60% weight)
Group Work: Formal Presentation (40% weight)
Module Leader : Dr. Regina
Submission Time and Date : January 8-10, 2017

You should hand in **one** copy of your assignment by the time and date above to the appropriate 'hand-in location' at the Block C of Gulf College. Fill in the front cover (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, **keep it**. You can submit work by post, but you must send it recorded delivery, it must be postmarked two days before the deadline date and a copy must be kept by you in case it is lost in the post. Faxed assignments will **not** be accepted.

Assignments **must** be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to five working days late only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

Maximum Word Length - Individual Work (60% weight): 1000 words

State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded.

1-10%	excess	no penalty
11-20%	excess	10% reduction in the mark
21-30%	excess	20% reduction in the mark
31%+	excess	the work will be capped at a pass i.e. 40%

Task 1 - Marking Criteria

MARKING CRITERIA - ORAL PRESENTATION	Weight %
Spontaneous and clear delivery/audibility - 25 marks	50
Preparation and ability to answer questions - 25 marks	
MARKING CRITERIA - SLIDE CONTENT	
Introduction (company background & product features) - 10 marks	40
Secondary research on geodemographic profile of consumers - 10 marks	
Primary research on the behaviour of consumers (needs, wants & preferences) - 10 marks	
Research on consumers' perceptions - 10 marks	
Conclusion and recommendation	10
Total	100

Task 2 - Marking Criteria

SN	Criteria	Weight %
1	Introduction: General discussion of consumer behaviour (10 marks) Background of the chosen company and its products (10 marks)	20
2	Detailed explanation of the cultural factors influencing consumer buying behaviour and decisions	30
3	Analysis of two cultural factors influencing food consumers in their buying behaviour and buying decisions (15 marks each)	30
4	Conclusion and recommendation	10
5	Harvard references (minimum of 5 references)	10
	Total	100%

Guidelines to Students:

NB. None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore the *maximum penalty* for exceeding the word limit will be a reduction to a pass grade.

Assessment Criteria

To achieve a 'Pass' grade of 40% or above

In order to achieve a **pass** grade the student will have demonstrated at least a satisfactory understanding of the key concepts of buyer behavior and lifestyle analysis. The work produced must apply theories and concepts to business scenarios in order to address the areas specified in the assignment. There should be also clear evidence of research and reading, with reference to appropriate sources.

To achieve a grade of 70% or above

In order to achieve a grade of **70%** or above, as well as satisfying all of the outlined criteria for a 'pass', the student must demonstrate a detailed understanding and application of the key concepts of buyer behavior and lifestyle analysis. The submission will be well organised and contain all relevant data. It will show evidence of appropriate investigation including research from a range of academic literature and other secondary sources of information. There will be evidence of wider reading through appropriate supporting references.

This assignment will assess the following learning outcomes:

1. Demonstrate knowledge and understanding of the key concepts of buyer behaviour and lifestyle analysis;
2. Apply relevant theories and concepts to a business scenario.

TASK 2: Individual Assignment (60% weight)

Word Limit: 1000 words

Background: Previous marketing studies revealed that of all the factors that shape consumer buying behaviour, cultural factors have the broadest and deepest influence. Marketers then should first look into how the people's culture and subculture and its accompanying values, beliefs and customs affect their buying behaviour. For if a firm does not understand the culture of the population it is targeting, the chance of selling its product will be small. Culture and subculture, therefore, must be fully understood before the behaviour of individuals within the cultural context can be appreciated. In view of this, you are required to do the following:

1. Critically discuss the cultural factors that influence consumers in the buying behaviour and decisions.
 2. Using the product that you investigated in the group assessment (task 1), choose and analyse two cultural factors that influence the buying behaviour and the buying decisions of consumers to purchase the products that you have presented.
- This assignment must be your own work, not a group answer.
 - You may draw upon the comments and analysis provided in the group presentation to underpin some aspects of your answer. However, please note that you must supplement this material (and lecture material) with your own independent research and readings around the subject.
 - Your analysis will be presented in the form of a fully referenced academic essay, using Harvard referencing.
 - You will need a minimum of 7 references, and each one should be from a different source/author. Your source information could include a mixture of books, academic journals, databases, market reports and other credible academic sources. Quality newspapers may also be used, but please note that an essay comprising mainly of newspaper sources (i.e. popular journalism) will not be acceptable as an academic essay in the context of this assignment.