

INDIVIDUAL ESSAY

Due: Week 9 Friday 9:00pm AEST

Weighting: 30%

CONSUMER BEHAVIOUR AND SOCIAL INFLUENCES IN THE DIGITAL ERA

The essay topic is as follows:

“Social media has enabled and accelerated the social construction of brand meaning. Are all brand communications (consumer, organisation or other originated) within this environment authentic, and trustworthy? Discuss.”

This is an essay based on scholarly journal article research, theory and critical evaluation/synthesis (not mere description). You must support your answer with a minimum of 8 journal articles (peer reviewed from sources classified as Journals). The essays upper word limit is 2,000 words. There is no minimum word limit. The upper word limit is strict. NB. The word limit does not include; title page/cover page, sub-headings, reference list (it does include in-text citations), appendix. You may include brief commentary on brand examples, but only if the examples originate from within the specific journal articles you have cited in your essay (i.e. not from personal experience, or from popular non scholarly journal press).

- **Due in Week 9**
- Create a written ESSAY FORMAT submission
- A maximum of 2000 words
- You must support your work with a minimum of 8 high quality academic journal articles and at least one actual marketing example.
- Submit to iLearn Turnitin – submission link is found under iLearn section “Assessment Task Information”
- Full Harvard referencing is required (in-text citations and reference list).
- File title: Tutorial Day_Time_ Name_ ESSAY TITLE (Example:Friday_4pm_NAME_ TITLE OF ESSAY)

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Individual essay

Due: **Weeks 9**

Weighting: **30%**

INDIVIDUAL ESSAY

Due: **Week 9**

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CONSUMER BEHAVIOUR AND THE DIGITAL ERA

Task Description: This assessment targets development of students understanding of core consumer behaviour as it is impacted by changes in the digital communications environment. It focuses on enhancing critical thinking skills and encourages students to understand the complex nature of consumption behaviour. It allows students to explore a critical perspective with regard to the academic literature on digital communication and consumption; construct a sustained theoretical response to the topic; and to utilise and conform to the principles of academic rigour the production of an acceptable, formal literature-based response to the topic.

Format: Essay

Submission: via Turnitin

Type of collaboration: individual

Length: 2000 words

Inherent task requirements: none

Late submissions: Please see assessment schedule 4

This Assessment Task relates to the following Learning Outcomes:

- Identify and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to consumption.
- Apply consumer behaviour knowledge to develop creative solutions to consumption decisions and practices acknowledging the ethical implications to society.