I‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌ had a hard time thinking about what I wanted to write about. There just wasn?t one specific vertical that I had an interest in focusing on. However, I was watching YouTube when a recommended video popped up about ?How Dominos Is Winning The Pizza Wars?. I was intrigued by the title and watched the video. I plan on writing my paper on how consumer behavior affects the pizza industry. I believe that with the crazy amount of options it makes it hard for pizza companies to stand out among the crowd. I plan on discussing how certain companies are using marketing strategies to come out above their competition.  The purpose of this project is for you to apply the consumer behavior topics covered in this course to a real-world marketing problem. The assignment is to prepare a paper, at least 10 double-spaced pages but not to exceed 15 pages, in which youidentify the relevance of consumer behavior to an industry or company of your choosing. You should include a title page and reference page (tables, figures, or other supplemental materials are optional). Instructions: Using sources such as MGA Library databas‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌es, Fortune, Business Week, the Wall Street Journal, etc., identify a current marketing issue related to a consumer product or service. The aim is to analyze the consumer behavior inherent in some real-world situation and develop marketing recommendations based on that analysis. Be sure to clearly describe the marketing recommendations that you would make based on your analysis of relevant consumer behavior phenomena. For instance, how would you package your product in a way that maximizes impact given what you know about attention and perception? How would you promote your product given the level of involvement your target market has in your product and the decision making process your target consumers follow? You will be evaluated on your choice of consumer behavior issues relevant to the marketing problem, the creative way in which you study those issues, your use of specific concepts from the textbook and class discussions, and the strategies that you recommend. Assume the audience for your paper has read the textbook and other readings for this course and attended the class lectures/discussion‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌s.  