How has consumer shopping behaviour changed when considering pre-pandemic consumer behaviour versus pandemic consumer behaviour? – word limit 2000

choose to focus on **one**of the following sub-topics:

a)       Target marketing and digital marketing. Is traditional media, or digital media more effective for communicating with consumers? Discuss.

b)       Needs and motivations. Discuss consumers motivations for shopping in-store versus online.

c)       Perception. The psychology of buying and decision making. Are consumers rational or emotional buyers? Discuss.

You must support your answer with theory. You must use a minimum of 6 journal articles (from sources classified as Journals). Your response should demonstrate a clear understanding and articulation of scholarly research on the topic.

You must incorporate real life examples to illustrate your discussion.  You must use a minimum of 4 industry reports drawn from consultancy firms websites including McKinsey, Accenture, Deloitte, PwC, KPMG, Bain, Boston.

You use of brand examples should be secondary to your focus on theoretical analysis and critical discussion