

## Consumer Behavior Group Project

### Objective:

To provide you with the opportunity to apply course concepts and ideas to **a specific brand/product in the luxury field**. This assignment will also develop your team building, time management, written and oral communication skills.

### Directions:

In the first week of the course (latest Friday) we will form groups in class and your first assignment will be to select a **luxury** brand/product. A “top 3” list will be due on Monday (2<sup>nd</sup> week) and I will confirm the final selections for each group. Please put your brand/products in order of most desired to least desired.

After the brand/product is selected, your group will focus on that specific product and relate it to all concepts we discuss in class. Your job is to, as a group, discuss what was covered in class analyze how it relates to your product. I would like you to evaluate how the concepts relate to your product and write a summary of how and why it is important. If you have illustrations from commercials or advertising to illustrate specific CB concepts or theories, these should be included.

Observation, short interviews and surveys with customers, sales managers or Marketing managers can also be conducted in order to understand how the concept is related to the product you chose. Customer insights analysis implementing primary research is obligatory to start on Friday the 2<sup>nd</sup> week, so you can have results for the final presentation after 2 weeks, on Friday, the 5<sup>th</sup> of May. For the presentation you should cover at least 4 topics from the material, and then you will continue with the rest for the final project due on 12<sup>th</sup> of May. All presentations and written project should be submitted on MS Teams assignments.

This is not a good “divide and conquer” type of group project, where each team member is responsible for a different chapter. The learning experience and the outcome will be much better if you discuss the topics together and work on the written aspect together.

The concepts you need to explore include, but are not limited to:

- Introduction about the marketing strategy of your current brand
- Customer insights, user persona and customer journey
- Perception
- Learning, memory
- Motivation, personality and emotion
- Attitudes
- Self-concept and lifestyle
- Situation influences
- Group influences
- All the steps of the consumer decision process
- The rest that you find relevant...
- Conclusion with recommendations

#### Oral Presentations:

Each group will share with the class a brief overview of just 4 -5 interesting aspects of the class in relation to their product. The group presentation should be 15 minutes long and the focus should be to educate the class on how certain products are using or could use the consumer choices concepts we discuss. All team members should participate in the oral presentations.

#### Written reports:

Your paper should contain **all the above sections**. Include any outside references in a separate list at the back of paper. The use of photos, exhibits, charts, tables, diagrams, etc. is strongly recommended.

- The paper should be written in 12-point Times New Roman, double-spaced with 1-inch margins all around.
- It should be between 10 and 15 pages in length, not including exhibits, references, and any other back matter. Strive to be as thorough as possible within the page limits.
- The powerpoint presentation is due on Friday 26/27 March and the final project submission in word or pdf due on 4<sup>th</sup> of April.

*Prepared by Prof. Ilijana Petrovska*