CONSUMER BEHAVIOR  
Assignment 2: Internal Influences

Module 2: Chapters 5-9

MKTG 4864

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# Assignment 2

In this module, we learn about perception, memory, and learning and how they impact product positioning. We also talk about motivation, personality, and how marketers can influence consumer attitudes, as well as how self-concept and lifestyle impact our behavior and buying decisions.

You are now able to: ***Explain the key internal factors that influence consumers’ decision-making process and discuss their implications for marketing*.**

## Objectives

* Reflect on the **internal influences on your consumer behaviors**

## Your Task

* Create a document (Google Docs or Word document) where you will type your diary entries.
  + Save it as **MKTG4864\_A2Internal influences**.
* Reflect on the **internal influences on your consumer behaviors** that you described in your **Consumer Diary** (Assignment 1).
  + Discuss ***at least three*** of the internal influences listed in the [Module 2 Study Guide](https://docs.google.com/document/u/0/d/11DPpJuAuuwWjmgiiEEQgcwx2OGB5c3XOjVCCPSmVFBw/edit)
    - Your discussion of **each** internal influence should be **at least one paragraph long** (**8-10 sentences**).
    - Thus, you will **write 3 paragraphs,**  each reflecting on a different internal influence, for example, you can:
      * Reflect on how ***exposure, attention,*** *and* ***perception*** influenced your consumer behavior.
      * Consider instances of ***high-*** *vs****. low-involvement learning*** and their impact on ***brand positioning*** and your behavior.
      * Discuss the role ***motivation, personality,*** and ***emotion*** played in your consumer behavior and their implications for developing marketing strategies.
      * Describe how your ***attitudes*** are formed and changed.
      * Recognize ***self-concept*** and ***lifestyle*** as the basis for your consumer decisions and ***segmentation***.

## How to Submit

* Make sure you discussed ***at least three*** of the internal influences listed in the [Module 2 Study Guide](https://docs.google.com/document/u/0/d/11DPpJuAuuwWjmgiiEEQgcwx2OGB5c3XOjVCCPSmVFBw/edit)**.** - Please consider the learning points and key concepts listed when working on your assignment. You want to demonstrate your knowledge of these concepts and show that you can apply them in this assignment (and real-life consumer decisions, and marketing).
  + Post as a **discussion post**: CourseDen -> Assessments -> Discussions -> Assignment 4: Internal Influences
    - do **\*not\*** attach your post as a separate file – I will \***not\*** grade attachments or assignments shared as links.

## Scoring Rubric

* Maximum score: 9 points
  + Max. 3 points for each internal influence (3points\*3influences=9points)