CONSUMER BEHAVIOR  
Assignment 1: External Influences

Module 1: Chapters 1-4

MKTG 4864

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# Assignment 1

In this module, we introduce the key concepts related to cross-cultural differences, the changing values and demographics of American society, and its subcultures. We also discuss how families and groups influence consumer behavior.

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

## Objectives

* Reflect on the **external 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\_A1External influences**.
* Reflect on the **external influences on your consumer behaviors** that you described in your **Consumer Diary** (Assignment 1).
  + Discuss ***at least three*** of the external influences listed in the [Module 1 Study Guide](https://docs.google.com/document/u/0/d/13VIvpNTn_9k0lc9aLKZLTBCIevUPRVdCubSay7W3yxM/edit)
    - Your discussion of **each** external influence should be **at least one paragraph long** (**8-10 sentences**).
    - Thus, you will **write 3 paragraphs,**  each reflecting on a different external influence, for example you can:
      * Reflect on how the ***culture*** you learn through socialization and different institutions (family, school, church, media) shaped your behaviors and how your behaviors would have been different if you were born in a different country.
      * Recognize how American ***society, values, demographics, social stratification, subcultures***, and ***family structure*** impact your consumer behavior.
      * Examine ***mechanisms by which groups influence consumer behaviors***.

## How to Submit

* Make sure you discussed ***at least three*** of the external influences listed in the [Module 1 Study Guide](https://docs.google.com/document/u/0/d/13VIvpNTn_9k0lc9aLKZLTBCIevUPRVdCubSay7W3yxM/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 2: External 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 external influence (3points\*3influences=9points)