

Marketing Psychology

Assignment 1

This is just a cover sheet, turn to the next page to continue.

Assignment 1

Question 1

Write a report on Set Task 1. Consider what influenced you and how you made your decisions for your two purchases. Write up to one page.

Question 2

Write a report on Set Task 2. Did you find anything interesting in the comments of your participants? Did they previously consider their shopping behaviour in this much detail? Write up to one page.

Question 3

In your own words, explain –

- Marketing concept
- Traditional concept
- Ethical customer
- Attitude
- Behavioural intention
- Reference groups
- Dissociative reference groups

Write a paragraph for each.