

## CONSUMER BEHAVIOUR

- **Assessment - Reflective Diary and Critical Essay**

[Assessment - Reflective Diary and Critical Essay](#)

<b>What:</b>	<p><b>“Dear Diary” Reflective Writing</b></p> <p>Students will write a piece of interpretivist research whereby you are asked to keep a diary, recording thoughts and feelings, information and influences relating to your purchase or non-purchase of products and services (word limit is personal but candidates are expected to write insightful detailed accounts about their pre-purchase, purchases and post purchase experiences).</p> <p>Questions to ask yourself after recording a diary entry:</p> <p>What purchases were you considering?          What purchases did you actually make?          How did you <b>feel</b> during the process?          How did you evaluate between choices? What marketing communications influenced you?</p> <p><b>Why</b> did you behave in this way?  <b>Why</b> did you make your purchases?          What particular consumer decision making theory/ies apply to that particular entry?</p> <p><b>Structured Consumer Behaviour Critical Essay</b></p> <p>Based on your diary research, you are asked to critically evaluate your experiences in relation to TWO accepted consumer behaviour theories, and to write this in the form of an essay (word limit 3000 words). One of the theories that <b>must</b> be included is the <b>Theory of the Self</b>. Your analysis seeks to illuminate the processes (cognitive, emotional and behavioural) that you undertake when buying and consuming products. Identify, justify and critically discuss one other theory that is appropriate. Your tutor will provide more guidelines in class.</p> <p><b>Please use Turnitin when writing and submitting your essay.</b></p>
<b>Why:</b>	To gain a critical understanding of consumer behaviour.
<b>How:</b>	<p><b>Diary</b> - The diary should be kept for a period of 4 weeks (weeks 6-10) Photographs, graphics and other additional visual items are useful to support your writing. The diary must be word processed. <i>A final page at the end of the diary should summarise your consumer behaviour. The final diary submission should be edited so that all unnecessary descriptive material is reduced.</i></p> <p><b>Essay</b> – the essay should be prepared referring to the diary.</p> <p><b>Submission</b> – The diary and essay should be submitted as an electronic copy. The diary and essay should be saved as a single word document. Please make use of handouts/checklists from the assessment workshops.</p>
<b>Where:</b>	Turnitin Submission - Submit electronically on the GCU Learn Site – ensure you have received your originality document and receipt of submission.
<b>When:</b>	MONDAY 16TH OF JANUARY by NOON

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**Assessment Schedule**

<a href="#">Assessment Schedule</a>
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Type	Description	Submission Date	Results and Feedback
Course Work	Reflective Diary	Begin week 6	
Course Work	Consumer Behaviour Essay 3000 words	<b>January 16th by noon through the Turnitin electronic submission folder on GCU Learn - submit BOTH Reflective Diary AND Consumer Behaviour Essay together in one Word document</b>	Provisional marks and comments within 3 weeks through GCU Learn

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**Assessment Marking Criteria**

<a href="#">Assessment Marking Criteria</a>
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<p><b>Diary</b>                  Depth of understanding of emotional and cognitive processes.                  Modes of communication e.g. text, photographs, receipts.                  Reference to CB theory</p>	<p><b>Comments</b></p>	<p><b>40%</b></p>
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<p><b>Essay</b>            Presentation (English language skills and formatting)            Structure and sequencing (clear and coherent introduction and conclusions; logical sequence)            Depth &amp; Breadth of Theoretical Understanding (selection and application of relevant literature)            Standard of Analytical and Evaluative Discussion (development of key issues; ability to address question/task Use of diary reference and excerpts as evidence in essay)            Introduction and conclusions            References, referencing style</p>		<b>60 %</b>
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### Marking Guide

#### Marking Guide

	A (70+%)	B (60-69%)	C (50%-59%)	D (40%-49%)	<39%
<b>Electronic Diary (40%)</b>	Excellent demonstration of emotional and cognitive processes with detailed exploration of consumption experiences. Deep reflection, insightful and well considered. Detailed presentation. Strong imagery which complements writing. Excellent summary.	Some good demonstration of emotional and cognitive processes with detailed exploration of consumption experiences. Some good reflection with some personal insights. Good presentation. Images complement writing well. Strong summary.	Acceptable level of reflective writing. Some descriptive writing with only a few insights. Limited or no visual content. Fair presentation which offers limited explanation of consumption experiences. No summary at the end of diary, or summary fails to summarise behaviour well.	Descriptive writing which presents limited accounts of purchases/consumption with little or no reflection. Limited or no visual content. No summary at the end of diary.	Diary is not presented clearly or written to required level. No reflection or insightful writing. Limited account of consumption processes.

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<p><b>Essay (60%)</b></p> <p><b>Essay: Presentation, Structure &amp; Sequencing</b></p> <p><b>(Clarity, standard of written English, referencing technique)</b></p>	<p>Excellent English to a high academic standard. Very good referencing. Answer comprehensively answers the key components of the question. Clear and logical structure.</p>	<p>Fluent English to a good academic standard. Good referencing style. Answer fully addresses the key components of the question. Clear, logical structure.</p>	<p>Acceptable level of English for academic writing. Referencing is acceptable, however showing weaknesses. Answer consistently addresses the key components of the question. Clear, basic, logical structure.</p>	<p>English lacks clarity and is not sufficient for academic writing. Referencing is not sufficient. Answer does not consistently address the key components of the question. Structure is not logical.</p>	<p>The level of English is not acceptable for academic writing. Referencing is not evident/too many errors. Answer does not answer the key components of the question. Incoherent structure.</p>
<p><b>Essay: Depth &amp; Breadth of Theoretical Understanding</b></p> <p><b>(Demonstration of in-depth knowledge and understanding of relevant concepts, ideas and principles in relation to the subject)</b></p>	<p>Theory selected is appropriately and innovatively applied to the problem/issue.</p>	<p>Theory selected is appropriate and fully integrated into the analysis and conclusions of the problem/issue.</p>	<p>Theory selected is appropriately applied to the problem/issue perhaps lacking depth and/or breadth of understanding.</p>	<p>Theory selected is limited and inadequately applied to the problem/issue.</p>	<p>No attempt to apply theory to the problem/issue.</p>
<p><b>Essay: Standard of Analytical and Evaluative Discussion</b></p> <p><b>(Demonstration of in-depth reading, structure and coherence in examination of the appropriate literature, strong synthesis with literature)</b></p>	<p>Uses a wide range of appropriate and well researched literature. Strong critical analysis of literature. Excellent synthesis with diary examples.</p>	<p>Provides more than adequate coverage of relevant literature. Some critical analysis of the literature. Good synthesis with diary examples.</p>	<p>Selects an adequate and appropriate range of literature. Basic synthesis with the literature.</p>	<p>Literature selected is insufficient and/or inadequate. Development of key issues is inadequate and/or inappropriate.</p>	<p>No use is made of appropriate literature. No attempt is made to synthesise with the literature.</p>
<p><b>Essay: Clear &amp; Coherent Introduction and Conclusions</b></p>	<p>Clear introduction. Draws comprehensive conclusions.</p>	<p>Satisfactory introduction. Draws good conclusions.</p>	<p>Adequate introduction perhaps lacking in clarity. Draws basic conclusions.</p>	<p>Introduction does not properly introduce concepts. Conclusions are inadequate and/or inappropriate.</p>	<p>No attempt made to introduce and/or draw conclusions.</p>

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### Additional Guidance

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#### Important Points for Diary

Hints on writing a Reflective Diary - How to Write Reflectively.

At first, writing reflectively may feel strange or artificial. After all, you're writing mainly to and for yourself, with no concern about your spelling, no worry that you're using the first person pronoun (I) when you're not sure whether this is acceptable. Here are some suggestions for getting started.

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- How much and how often should you write? The more you write, the greater your chance to think about a subject, respond to your reading, and develop interpretations you can use in your own writing. The length of your entries will (and should) differ but write daily and if not every day write regularly. Some people find it helpful to schedule a regular time to write in the notebook (e.g. immediately after shopping, reading surfing or or attending classes). Others collect their thoughts as notes on 'post-its' or other scraps of paper before transferring them to the diary. Be sure to put a date on each entry you make so that you have a chronology of ideas and thought. Some students have used on line diary approaches. Do whatever suits you but please note **diaries must be word processed for the final submission**.
- Look back at your words. Writing makes your thoughts visible. When you write reflectively, you create a cycle of connections among thinking, writing, and reading. Be selective about what you write. Focus on the things that are important.

#### Suggestions for Writing Log Entries

Like taking a walk alone, you write reflectively mainly for yourself. Your pace can be fast or slow, meandering or purposeful. Here are some tips for finding a comfortable voice and style in your log entries.

- Use a personal voice. Use your writing to express your beliefs, opinions, and reactions in personal terms.
- Speculate. Get to know what you—personally—think about an issue or subject. Instead of writing in abstract terms and formal language, go ahead and use phrases like "I wonder if....," "I think it's wonderful that....," or "I can't understand why...."
- Be conversational. A sentence like "Hmmmmm...I guess I never figured a pair of shoes would get me so wound up' would cry out for revision in a formal report. In reflective entries, you can feel safe using such a casual tone. Indeed this is encouraged.
- Use shortcuts. Try writing quickly. Use abbreviations if you're sure you will remember what they mean. Don't worry about underlining titles, correcting commas in a series, or looking up the spelling of every difficult word. You can do this at a later date or after your entry has been completed.

#### What to include

Summary	of the events (e.g. shopping trip, internet browsing) and the most important things you learned
Context	the relationship between the new information and what you previously knew or had learned
Reaction	your personal reaction to content, issues and approaches

- Journals should be snapshots filled with sights, sounds, smells, concerns, insights, doubts, fears, and critical questions about issues, people, and, most importantly, yourself.
- Honesty is the most important ingredient to successful journals.
- A journal is **not** a work log of tasks, events, times and dates.
- Write freely. Grammar/spelling should not be stressed in your writing until the final draft.
- Write an entry after each day. If you can't write a full entry, jot down random thoughts, images, etc. which you can come back to a day or two later and expand into a colourful verbal picture.

### Important Points for Essay

The paper should begin with an introduction, followed by a critical evaluation of your experiences based on your diary research, in relation to two consumer behaviour theories (One theory must be Self Theory) and then finish with a conclusion.

#### Introduction

The introduction comes at the start of a piece of writing. It introduces the research by situating it (by giving background), presenting the research and outlining the main theories covered. It provides an overview.

#### Literature Review

In terms of a literature review, "the literature" means the works you consulted in order to understand and investigate your subject area. The following are some of the sources which should be consulted:

Journal articles: these are good especially for up-to-date information. Bear in mind, though, that it can take up to two years to publish articles. They are frequently used in literature reviews because they offer a relatively concise, up-to-date format for research, and because all reputable journals are refereed (i.e. editors publish only the most relevant and reliable research).

Books: books tend to be less up-to-date as it takes longer for a book to be published than for a journal article. Text books offer a good starting point from which to find more detailed sources.

Conference proceedings: these can be useful in providing the latest research, or research that has not been published. They are also helpful in providing information on which people are currently involved in which research areas, and so can be helpful in tracking down other work by the same researchers.

Government/corporate reports: many government departments and corporations commission or carry out research. Their published findings can provide a useful source of information, depending on your field of study.

Newspapers: since newspapers are generally intended for a general (not specialised) audience, the information they provide will be of very limited use for your literature review. Often newspapers are more helpful as providers of information about recent trends, discoveries or changes, e.g. announcing changes in government policy, but you should then search for more detailed information in other sources.

Internet: the fastest-growing source of information is on the Internet. It is impossible to characterise the information available but here are some hints about using electronic sources: 1) bear in mind that anyone can post information on the Internet so the quality may not be reliable, 2) the information you find may be intended for a general audience and so not be suitable for inclusion in your literature review (information for a general audience is usually less detailed) and 3) more and more refereed electronic journals (e-journals) are appearing on the Internet - if they are refereed it means that there is an editorial board that evaluates the work before publishing it in their e-journal, so the quality should be more reliable (depending on the reputation of the journal).

Magazines: magazines intended for a general audience (e.g. Time) are unlikely to be useful in providing the sort of information you need. Specialised magazines, however, will be more useful, for example Vogue if you made a fashion purchase.

The literature review is a critical look at the existing research that is significant to the work that you are carrying out. It is vital that you *evaluate* this work, show the *relationships* between different work, and demonstrate skills of evaluation, synthesis and analysis. In other words, you cannot simply give a concise description of, for example, an article: you need to select what parts of the research to discuss (e.g. the methodology), show how it relates to the other work (e.g. what other methodologies have been used? How are they similar? How are they different?).

Read with a purpose. You need to *summarise* the work you read but you must also decide which ideas or information are important to your research (so you can emphasise them), and which are less important and can be covered briefly or left out of your review.

#### Conclusion

To give a summary of:

- What was learnt
- Finish by concluding how your behaviour has impacted upon consumption