

Completed Assignment Sample – Consumer Behaviour & Strategy (Marketing)

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1. Assignment Overview

Topic: Analysing Consumer Behaviour for Digital Marketing Strategy

Type: Marketing Analysis Report

Academic Level: Undergraduate – Final Year

Word Count: ~2,500 Words

Referencing Style: APA 7

Deadline: 3 Days

Result: A Grade (85%)

2. Assignment Objectives

The goal of this assignment was to:

- Examine key drivers of consumer behaviour in digital contexts
- Analyse psychological, cultural, and social influences on purchase decisions

- Develop a strategic marketing plan based on target audience analysis
- Apply theory (Maslow, Hofstede, etc.) to real-world e-commerce platforms



3. Client Brief

“Looking for an in-depth consumer behaviour analysis based on digital habits. Include theory, recent trends, and strategic recommendations for a brand’s online presence. APA style preferred.”



4. Our Expert’s Approach

Consumer Behaviour Analysis:

- Identified buyer personas based on demographics and psychographics
- Integrated online behaviour trends (e.g., mobile-first users, impulse buys)

Theory Application:

- Applied Maslow’s hierarchy to consumer motivation
- Used Hofstede’s cultural dimensions for global strategy considerations

Strategy Development:

- Created a 4P-aligned digital strategy
- Suggested use of retargeting ads, influencer marketing, and content personalisation
- Included SEO and conversion funnel stages in the recommendations

Referencing & Format:

- Used real examples from Nike, ASOS, and Shopify
- Fully formatted in APA 7 style with diagrams and citations



5. Sample Content Preview (*use watermark/blur in PDF*)

“Research shows that Gen Z consumers are heavily influenced by social proof, such as online reviews and influencer endorsements. This assignment proposes a two-tiered influencer strategy for mid-tier lifestyle brands, backed by Maslow’s esteem and belongingness needs...”



6. Final Outcome

- Delivered ahead of time
- Included 2 strategy tables, 1 persona map, and 1 marketing funnel diagram
- Student Feedback:

“This marketing plan was so detailed. I got an A and great feedback from my tutor!”



7. Why This Case Matters

This report stands out because:

- It combines classic consumer behaviour theory with trending digital practices
- Focuses on **strategy**, not just theory
- Uses real brands to strengthen academic arguments



8. Expert Bio

Expert: Sophia Adams

- MBA in Marketing & Digital Strategy
- 5+ years of experience writing business plans, SWOT, STP, 4Ps
- Delivered 680 marketing assignments across 12 countries




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9. Legal Notice & Contact Info

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