Assignment 6

Due on 2022-09-11, 23:59 IST.

1. Problem Statement:
   - The task is to analyze the effect of advertising on consumer behavior.
   - The objective is to understand how advertising influences consumer decisions.

2. Data Collection:
   - Surveys of consumers who have purchased a particular product.
   - Observation of consumer behavior at retail stores.

3. Data Analysis:
   - Use statistical methods to analyze the collected data.
   - Identify patterns and trends in consumer behavior.

4. Results Interpretation:
   - Discuss the findings and their implications for marketing strategies.
   - Suggest improvements for future advertising campaigns.

5. Conclusion:
   - Summarize the key findings and their significance.
   - Reiterate the importance of advertising in shaping consumer behavior.

6. References:
   - List all sources cited in the report.
   - Cite relevant literature on consumer behavior and advertising.

7. Appendices:
   - Include any additional data or supplementary materials.
   - Provide calculations, charts, or graphs to support the analysis.

8. Submission:
   - Submit the report in a professional format.
   - Include a cover page with your name, course, and assignment details.

9. Assessment Criteria:
   - Clarity of communication.
   - Depth of analysis.
   - Relevance of findings to the problem statement.

10. Grading Scale:
    - A: Excellent
    - B: Good
    - C: Average
    - D: Below Average
    - F: Fail

11. Submission Guidelines:
    - Late submissions will not be accepted.
    - Ensure all pages are double-spaced with 1-inch margins.

12. Requirement:
    - Submit both the electronic and hard copies of the report.
    - Electronic submission: via email to [email].
    - Hard copy submission: deliver to the front desk.

13. Rubric:
    - 100 points available.
    - Points deducted for each criterion not met.

14. Questions:
    - What is the role of advertising in consumer behavior?
    - How can advertising be used to influence consumer decisions?
    - What are the key findings from the research?
    - What recommendations can be made for future advertising campaigns?