Last Name, First Name

Research Assignment #3: Consumption in a Cultural Context

Date:

MRKT 150

Analyze and describe the consumption behaviors and sources of influence associated with some widely recognized cultural occurrence or ritual. The cultural occurrence is yours to choose. Cultural occurrences can include Thanksgiving, Easter, Prom, Wedding, Graduation, Halloween, Anniversary, Baby Shower, Valentine’s Day, Weddings, Funeral, Christmas, Sweet 16, etc.

The occurrence/ritual must be one that is not simply an individual expression of self, but rather a consumption opportunity driven by individual, group, and cultural influences. Your primary task is to analyze the consumer behavior associated with the occurrence of choice. Your analysis should be supported by examples and descriptions of the behaviors identified.

1. Begin by describing the cultural occurrence/ritual that will serve as the focus of your project.
   1. What is the historical relevance of the context?
   2. How did the current culturally accepted forms of consumption behavior become established over time (if available)? For example, the sending of cards at Christmas time evolved from the practice of giving small, inexpensive favors to wish distant family, friends, and acquaintances well over the holidays. Over time, this custom gave way (largely due to marketing influences from greeting card companies) to the more widespread use of holiday cards to acknowledge both business and personal relationships.
2. Describe the potential for consumption-related decision making given the cultural occurrence/ritual in question.
   1. Provide examples of the purchases that might be involved for consumers participating in this context. For example, a high school prom provides the opportunity for the consumption of apparel, cosmetics, jewelry, personal care services, limousine services, and meals.
3. Are marketers manipulating consumer behavior relative to the cultural occurrence/ritual in question? Why or why not?
   1. Provide examples to support your position. For instance, some say that Christmas is too commercialized with Christian children unlikely to acknowledge the religious underpinnings of the holiday due to their obsession with gifts.
4. How were consumers socialized to the cultural expectations surrounding the occurrence/ritual?
   1. In other words, how did consumers learn what behaviors (purchase behaviors and others) were expected of them?

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Paper requirements:

Typed. Margins 1” (top, bottom, left, right),

Font: Times New Roman. Font Size: 12 1.5 line spacing.

Minimum of three pages long. Edit for spelling, grammar and punctuation.

Do not rewrite the question before answering.

Number questions accordingly (make sure margins remain at 1”)

PowerPoint Presentation: 5 Minutes long. Bring in your presentation on a flash drive

Answer Q: 1, 2 & 4

Make your presentation exciting with pictures, graphs, visuals, etc.