

Week 5 Assignment 1 Submit Here**Assignment 1: Who's picking up the puffed rice?**

Due Week 5 and worth 200 points

For this assignment, visit your local grocery store to observe and record behaviors in the various aisles. Your visit should be long enough to observe several behaviors and situations. Read the assignment thoroughly before your observational visit in order to watch for specific behaviors.

Write a four to five (4-5) page paper in which you:

1. Identify the store and the day and time you made your observation.
2. Analyze the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles.
3. Assess how consumers determine value for their various purchases. This can be addressed with at least two (2) specific consumer examples or by combining all the consumers you observed.
4. Pick two specific consumers that seemed to be very different from each other. Contrast how these two (2) consumers progressed through the consumer perception process.
5. Analyze how different manufacturers motivated consumers to pick their specific brands. Articulate thoroughly the behaviors displayed and tactics used by the store or manufacturer to motivate the purchase.
6. Record all your observations in a table placed in an Appendix.

Your assignment must follow these formatting requirements:

- This course requires use of new [Strayer Writing Standards \(SWS\)](#). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details.
- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow SWS. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcome associated with this assignment is:

- Analyze consumer behavior in a retail environment, including how consumers determine value and how manufacturers motivate consumers.

Click [here](#)

to view the assignment rubric.

Assignment Help

[Click here to view a video on submitting a clickable rubric assignment](#)

(4 PAGES)

(LATE)
Due August 10th

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 200		Assignment 1: Who's picking up the puffed rice?			
Criteria	Unacceptable	Meets Minimum Expectations	Fair	Proficient	Exemplary
	Below 60% F	60-69% D	70-79% C	80-89% B	90-100% A
1. Identify the store and the day and time you made your observation. Weight: 10%	Did not submit or incompletely identified the store and the day and time you made your observation.	Insufficiently identified the store and the day and time you made your observation.	Partially identified the store and the day and time you made your observation.	Satisfactorily identified the store and the day and time you made your observation.	Thoroughly identified the store and the day and time you made your observation.
2. Analyze the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles. Weight: 20%	Did not submit or incompletely analyzed the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles.	Insufficiently analyzed the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles.	Partially analyzed the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles.	Satisfactorily analyzed the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles.	Thoroughly analyzed the behaviors you observed to determine how consumers progressed through the consumer behavior process while in different aisles.
3. Assess how consumers determine value for their various purchases. This can be addressed with at least two (2) specific consumer examples or by combining all the consumers you observed. Weight: 15%	Did not submit or incompletely assessed how consumers determine value for their various purchases; did not submit or incompletely addressed this with at least two (2) specific consumer examples or by combining all the consumers you observed.	Insufficiently assessed how consumers determine value for their various purchases; insufficiently addressed this with at least two (2) specific consumer examples or by combining all the consumers you observed.	Partially how assessed consumers determine value for their various purchases; partially addressed this with at least two (2) specific consumer examples or by combining all the consumers you observed.	Satisfactorily assessed how consumers determine value for their various purchases; satisfactorily addressed this with at least two (2) specific consumer examples or by combining all the consumers you observed.	Thoroughly assessed how consumers determine value for their various purchases; thoroughly addressed this with at least two (2) specific consumer examples or by combining all the consumers you observed.
4. Pick two (2) specific consumers that seemed to be very different from each other. Contrast how these two consumers progressed through the consumer perception process. Weight: 15%	Did not submit or incompletely picked two (2) specific consumers that seemed to be very different from each other; did not submit or incompletely contrasted how these two consumers progressed through the consumer perception process.	Insufficiently picked two (2) specific consumers that seemed to be very different from each other; insufficiently contrasted how these two consumers progressed through the consumer perception process.	Partially picked two (2) specific consumers that seemed to be very different from each other; partially contrasted how these two consumers progressed through the consumer perception process.	Satisfactorily picked two (2) specific consumers that seemed to be very different from each other; satisfactorily contrasted how these two consumers progressed through the consumer perception process.	Thoroughly picked two (2) specific consumers that seemed to be very different from each other; thoroughly contrasted how these two consumers progressed through the consumer perception process.
5. Analyze how different manufacturers motivated consumers to pick their specific brands. Articulate thoroughly the	Did not submit or incompletely analyzed how different manufacturers motivated consumers to pick their specific	Insufficiently analyzed how different manufacturers motivated consumers to pick their specific brands;	Partially analyzed how different manufacturers motivated consumers to pick their specific brands;	Satisfactorily analyzed how different manufacturers motivated consumers to pick their specific brands;	Thoroughly analyzed how different manufacturers motivated consumers to pick their specific brands;

behaviors displayed and tactics used by the store or manufacturer to motivate the purchase. Weight: 20%	brands; did not submit or incompletely articulated the behaviors displayed and tactics used by the store or manufacturer to motivate the purchase.	insufficiently articulated the behaviors displayed and tactics used by the store or manufacturer to motivate the purchase.	partially articulated the behaviors displayed and tactics used by the store or manufacturer to motivate the purchase.	satisfactorily articulated the behaviors displayed and tactics used by the store or manufacturer to motivate the purchase.	thoroughly articulated the behaviors displayed and tactics used by the store or manufacturer to motivate the purchase.
6. Record all your observations in a table placed in the Appendix. Weight: 10%	Did not submit or incompletely recorded all your observations in a table placed in the Appendix.	Insufficiently recorded all your observations in a table placed in the Appendix.	Partially recorded all your observations in a table placed in the Appendix.	Satisfactorily recorded all your observations in a table placed in the Appendix.	Thoroughly recorded all your observations in a table placed in the Appendix.
7. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present

LinkedIn 101

Your LinkedIn profile serves as your online business card. It tells people why they should connect with you and what types of content you might be sharing. In addition, it makes it easy for friends, colleagues, and potential customers or donors to find you online because your public profile is searchable. This is a place to show the world all the great things you've done in your professional life.

About LinkedIn



About Us

Welcome to LinkedIn, the world's largest professional network with 300 million members in over 200 countries and territories around the globe.

Mission

Our mission is simple: connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

Company Info

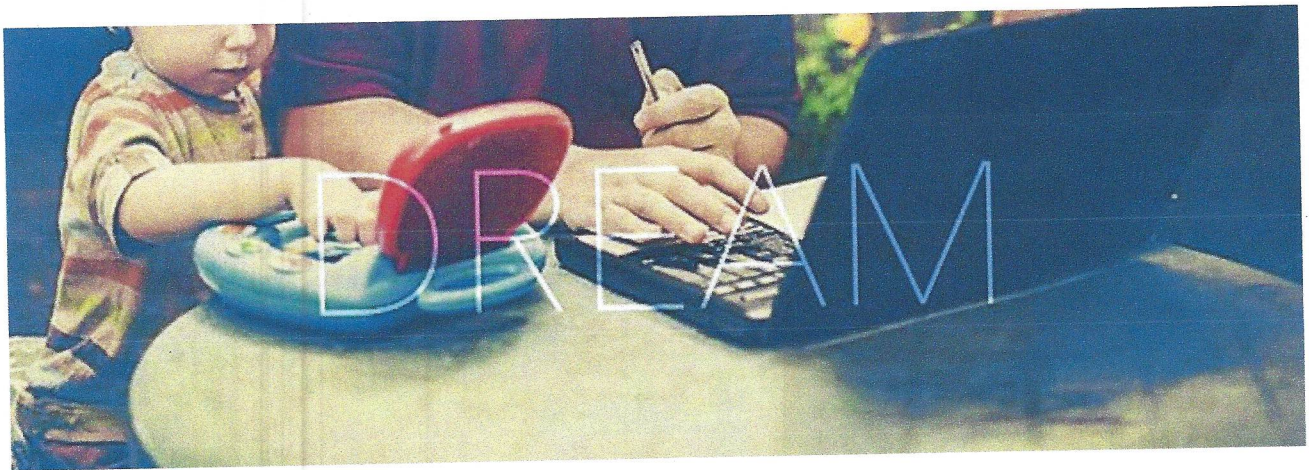
LinkedIn started out in the living room of co-founder [Reid Hoffman](#) in 2002, and it officially launched on May 5, 2003.

Jeff Weiner is the CEO, and the company's management team is made up of seasoned executives from companies like Yahoo!, Google, Microsoft, TiVo, PayPal, and Electronic Arts.

LinkedIn is publicly held and has a diversified business model with revenues coming from member subscriptions, advertising sales, and talent solutions.

LinkedIn's Profile

1,032,756 followers



Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 300 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.
www.linkedin.com

Specialties

Online Professional Network, Jobs, People Search, Company Search, Address Book, Advertising, Professional Identity, Group Collaboration

- **Website**

<http://www.linkedin.com>

- **Industry**

Internet