



Create a media message communicating how marketing affects consumer behaviour.

Your Role

You've been asked by a leading North American consumer organization to create a media message informing your peers about how marketing affects consumer behaviour and quality of life. Think of your friends and how you could create an informative message about the effects of advertising for them. Your message should raise public awareness about the marketing techniques used by advertisers to sell a product and how consumer decisions are influenced by these techniques.

As you work through the chapter, think of a product or brand that will help you answer the question:

To what extent does marketing affect consumer behaviour?

Your Presentation

Your message should reflect and describe:

- The relationship between marketing and consumerism.
- The common values consumerism reflects in the economies of Canada and the U.S.
- The marketing techniques used by the advertiser to sell goods and services.
- The relationship between advertising and consumer behaviour.
- The ways this relationship affects your quality of life and that of others.

Your media message should be engaging, persuasive and clear.

Choose an effective format for your message, such as:

- A one-page feature for a magazine or newspaper.
- A public service announcement for radio or TV.
- A pop-up infomercial for the Internet.
- A poster or other visual.

What's the best way to communicate your message?



It would be loud, but would it be effective?

Let's get started!

Alone or with a partner, brainstorm some ideas on the question: To what extent does marketing impact consumer behaviour? What do you already know about marketing techniques used by advertisers to sell products? How do these affect your decisions as a consumer?

As you read through the chapter, collect examples of products or brands. Your examples could include a line of clothing, a type of vehicle such as trucks, products from a computer software company, or a type of food. Use a chart, like the one below, to analyze the examples. Determine to what degree each example affects consumer behaviour. Next, draw some conclusions on what you have learned from this chapter that might guide you when finishing your task.

Inquiry	Example of product	Impacts on consumer behaviour: a little or a lot?
The marketing techniques used by advertisers to sell the product are...		
Some examples showing the relationship between advertising and the choices of consumers about this product are...		
Consumer decision making with this product affects quality of life in these ways...		
My Conclusion <i>Marketing affects consumer behaviour in these ways...</i> <i>As consumers, we can take action to improve quality of life by...</i>		



How could you use the Internet?



How might you plug into emerging communications technology?