

### Personal consumption audit:

This assignment requires you to reflect on your consumption behavior – your actions, thoughts, and feelings accompanying a specific consumption experience. Identify one consumption behaviour that you do despite knowing it harms or can potentially harm you. Or identify one consumption behaviour that you don't do despite knowing it can benefit you. Your audit should focus on this consumption behavior.

For this audit, you have to play two roles – the role of a consumer and the role of a marketer. Firstly, this exercise allows you to be more conscious of your own consumption. All of us practice mindless consumption several times a day, every day. While "mindlessness" is often an efficient way to process some experiences, it may also mean that you are not optimizing your consumption experience. You may not even be satisficing it. This assignment will get you started on reflecting on your consumption choices. Secondly, in your role as a marketer, observe and study your own consumption experience as you would observe the consumption experience of your target segment (in this case you are the target segment). An effective marketer is one who has deep insight into consumers' internal and external consumption experience. Only such deep knowledge will help you design marketing strategies that truly satisfy consumers and increase consumer and firm welfare. As you consider your consumption behavior from a marketer's perspective, what do you focus on? As a marketer, are you identifying consumer weaknesses or consumer strengths? How would you as a consumer want to be catered to by you as a marketer?

Your report should be in the following format:

- Describe
  - History:
    - Provide an overview of your history with this consumption experience - when, where, how, why/why not etc.
    - What are your thoughts and feelings about this consumption behavior that you do/don't do? Are there any specific rituals around it? Write all of this down.
- Reflect
  - Take a break (at least 24 hours) and then go back to your description section. Use your described history as raw data. Try to analyze what you have written. What do you think and feel as you read your notes? How might you explain your reactions? Why did you think or feel a certain way, why did you do what you did etc.? Do any specific patterns emerge? What do these patterns tell you? Use your understanding of CnSR for this section.
- Analyze
  - Finally, identify marketing strategies that encourage this consumption behaviour that may compromise your well-being. Recommend an alternative strategy and explain why you think it may be more beneficial to you as a consumer.
  - What might prevent marketers from implementing your recommendation?