Description This is an individual assignment and should be presented in an ESSAY style form Task details and instructions: Consumer researchers have long recognised that people consume in ways that are consistent with their sense of self. Drawing on your own examples, critically discuss the usefulness of the notion that identity is not fixed but dynamic for marketing researchers and practitioners. This is an individual assignment and should be presented in an ESSAY style format with a word count of 2,500 words (word count excludes figures, tables, charts, appendices, list of references). The editorial requirements are: font Arial 12 and one and a half line spacing. The main tasks of this essay are to: \*1. Discuss the concepts of identity in the context of consumer behaviour. (30 marks)\* \*2. Critically discuss the concept of dynamic identity (versus fixed identity) in relation to consumer behaviour. (30 marks)\* \*3. Explain and critically evaluate the usefulness of these theories for marketing researchers and practitioners, through the use of examples (40 marks)\* Your assessment should be no longer than 2,500 words (word count excludes figures, tables, charts, appendices, list of references). An essay which is characterised by the indicative content and style outlined in one of the following grade bands will be graded within that range. 70 + The definition and description of the concepts of identity, self-concept and the concept of dynamic identity that demonstrates an excellent understanding of relevant issues and an ability to critically evaluate their usefulness for understanding consumer behaviour. The literature review should demonstrate an excellent understanding of relevant issues, the discussion is structured and the argument is well developed and focussed. Overall, the essay demonstrates an excellent understanding of the topic and provides well-supported examples. On successful completion of this assessment, you will be able to: Knowledge and Understanding. On successful completion of the module, the student will be able to: 1. Demonstrate a critical awareness of the concepts, theories and debates surrounding consumer behaviour and their practical relevance to the development of marketing strategy; 2. Critically evaluate and synthesise differing approaches to the explanation of consumers’ behaviour in relation to products/services, brands, marketing communications and/ or social media; 3. Demonstrate a strategic understanding of contemporary consumer research issues in professional marketing practice. Transferable/Key Skills and other Attributes. On completion of this module students will have had the opportunity to: 1. Enhance and apply planning, organising, decision-making and time management skills appropriate for use in an organisational context. 2. Experiment and develop personal initiative and responsibility in undertaking complex investigations in the solving of organisational problems and issues. 3. Critically analyse and apply key ideas and concepts via comprehensive research relevant both to the subject area and to professional practice in the field. 4. Use terminology associated with the subject area accurately and in a way, which demonstrates sophisticated knowledge and understanding 5. Develop and enhance both individually and collaboratively effective written and oral communication skills for both specialist and non-specialist audiences.