

Assessment- Understanding Consumer Differences

Name

Success Criteria:

Identifies and understands the cultural norms, disposable income, and spending habits relevant to each market.

Rubric

Level 1	Level 2	Level 3	Level 4
Shows little to no understanding of the local market's preferences or economic conditions.	Demonstrates a basic understanding of the local market's preferences and economic conditions but misses nuances.	Shows a solid understanding of local preferences and economic conditions, with some insight into how these influence consumer behavior.	Shows a solid understanding of local preferences and economic conditions, with some insight into how these influence consumer behavior.

Question 1:

Describe how cultural norms in Japan might affect the marketing strategy for a new line of fitness wearables.

Question 2:

Explain the impact of disposable income differences on the marketing of luxury goods in Germany versus India.

Question 3:

How could spending habits in Canada influence the advertising approach for a budget smartphone brand entering the market?