The following essay topic: Are consumers rational or emotional buyers? Discuss. Requirements: You must support your answer with theory. You must use a minimum of 8 journal articles (from sources classified as Journals). Your response should demonstrate a clear understanding and articulation of scholarly research on the topic. You may incorporate brand examples to support your narrative - these should be secondary to your focus on theoretical analysis and critical discussion. See rubric on iLearn (PDF) for grade level requirements. The word limit is strict - 2000 words. This essay assessment targets the development of students understanding of core consumer behaviour. It focuses on enhancing critical thinking skills and encourages students to understand the complex nature of consumer behaviour. Failing to meet the 8 journal article minimum will lead to a 2/50 mark deduction Inaccurate Harvard style referencing will lead to a 2/50 mark deduction Exceeding the word limit will lead to a 2/50 mark deduction. Markers will stop reading once the word limit is reached. Formatting: Please name your file: STUDENT NAME\_Tutorial\_TOPIC TITLE Responses are to be formatted as follows; maximum of 2000 words (strict upper word limit). There is no minimum word limit. The word limit does not include; title page/cover page, sub-headings, reference list and in-text citations). No appendices should be included. Formatting single spacing, 12 pt Times New Roman. Paragraph format, normal margins. Full Harvard-author date referencing is required. No footnotes. There is no maximum number of journal articles. Submission of this assessment is via Turnitin