

**Module 2 Assignment**

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2/7/2023

## Part 1: Short Answer

### 1. Describe the factors affecting the amount of time a consumer spends conducting an external search.

A consumer who is indecisive about the right brand to buy proceeds to conduct an external search (Clow, 2013). The amount of time spent conducting an external search depends on the level of motivation. Motivation is established by the client's shopping enthusiasm level, involvement level and needs for recognition. Secondly, the ability to search comprises an individual's education level, and particular knowledge affects one's time while conducting an external search. Lastly, costs versus benefits. The capacity to minimize purchase risk becomes an advantage numerous consumers seek while examining external information.

### 2. How does the level of motivation play into Question 1 above?

People encounter greater motivation to search for details when high involvement levels are present. When a customer deems an item essential, they are more likely to participate in an external search. The need for cognition identifies people who fancy mental exercises (Clow, 2013). Individuals with high needs for cognition obtain more details and search more. A consumer who delights in shopping also participates in the external search for the services and products they intend to purchase.

### 3. Describe the three components of consumer attitudes.

The first component of consumer attitudes is cognitive (Niosi, 2021). It refers to one's mental understanding, images and interpretation. Secondly, the affective component stresses a consumer's general emotions and feelings that they attach to a product or service. Third, the conative component elaborates on the consumer's behaviour, intention and action towards a particular brand.

### 4. Describe one of the following: the evoked set method, the multi-attribute approach, and the effect of referral.

The evoked set method comprises the brands that come to a customer's mind when a need for a service or product arises (York, 2021). These are deemed acceptable brands based on the customer's perception and brand equity. Evoked set can consist of brands that the customer has bought before and brands they have never purchased. Clow (2013) asserts that the evoked set may be reviewed during the purchasing decision-making procedure's information search and evaluation step.

### 5. Figure 3.8 show trends affecting consumer buying behaviours. Pick any two and describe them. Provide an example of each.

A diverse lifestyle refers to different individuals from different backgrounds and experiences with varying perspectives on life. An example of a diverse lifestyle is the number of

openly LGBTQ individuals, which has increased over the years (Clow, 2013). These consumers favour products and services that feature gay themes or companies that support their cause.

The communication revolution affects consumer buying behaviours. Advancement in communication technology has changed how consumers communicate with each other, companies, and brands. An example of a communication revolution is the internet. The rise of near-instant communication enables consumers to get immediate information on a brand and make a purchase.

**6. Define market segment and the process of market segmentation.**

A particular market segment comprises a set of individual consumers or business groups with unique characteristics different from another market segment (Gomez et al., 2018). Markets are segmented by psychographics, geographic, behavioural and demographic factors. The process of market segmentation also includes usage, benefits, generations and geodemographics (Clow, 2013).

**7. The text describes many types of market segmentation by consumer group: demographics, psychographics, generations, etc. Pick any two and describe them.**

Psychographics emanate from response patterns that unveil an individual's opinions. Psychographics comprises psychological attributes, including beliefs, values and attitudes (Gomez et al., 2018). Using this market segmentation enables companies to have different classifications of lifestyles. Generations is a market segmentation that highlights everyday encounters and events that create bonds between people from a similar generation (Clow, 2013). The events affect preferences, social values and attitudes, leading to a common preference for food, and music, among other products and services.

**8. The text describes many types of market segmentation for business-to-business: Industry, size, etc. Pick any two and describe them.**

Segmentation by size is where marketers identify segments based on the firm's sales volume and the number of staff workers (Clow, 2013). The marketing techniques differ depending on the target prospect's size. Segmentation by geographic location involves identifying market segments by geographic place to attain success (Clow, 2013). This technique benefits companies with clients concentrated in geographic pockets.

**Part 2: Long Answer**

- Part 1 (4-5 sentences): Go to the website of Outback Steakhouse ([www.outback.com](http://www.outback.com)). Which trend or trends does the website use? Explain. Part 2 (4-5 sentences): Secondly, go to the website of Urban Outfitters ([www.urbanoutfitters.com](http://www.urbanoutfitters.com)). Which component of an attitude is the site designed to influence: cognitive, affective, or conative? Explain.**

The trend that the Outback Steakhouse website uses is the communication revolution. The websites provide different social media channels, including Facebook, Instagram and messenger (Outback Steakhouse, n.d.). These communication channels enable consumers can engage with the company to learn more about Outback Steakhouse. The communication revolution enables the company to attain feedback from its clients.

The component of an attitude that the Urban Outfitters website is designed to influence is affective. The website's advertisement appeals to feelings and emotions. People viewing the images displayed on the website may be drawn to the idea of dressing like models. Emotionally loyal and potential clients will experience the desire to buy clothes and take action. The website currently features collections to celebrate black history month to celebrate black advocates and artists who moved the black culture forward (Urban Outfitters, 2023). This sparks emotions among customers who celebrate and what to learn about black history and its role in authentically connecting with people from diverse cultures

**2. Gen Z is rapidly becoming an attractive generation for marketers. Explain how you would create marketing messages for this group and deliver them to them.**

Individuals with unique tastes, strong opinions and an ever-growing buying power characterize Gen Z. I would create a marketing message for this group that put value first and ensure the brand is transparent. Law (2021) asserts that Gen Z prefers socially responsible and eco-friendly brands. While creating my marketing message, I will indicate the brand's purpose and value in social responsibility. I would create a marketing message that speaks their language, vocabulary, jokes and acronyms. I would deliver the marketing message via snackable content focusing on video. It will ensure that Gen Z gets the marketing message despite their short attention span while serving five screens simultaneously. I would deliver the marketing message to Gen Z by partnering with micro-influencers.

## References

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