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Class: BUS 346

Answer the following questions (single-space using a common style and font size - i.e. Times New Roman 12) on a Word doc and upload to the appropriate dropbox.

**Short Answer (4 to 5 sentences)**

1. Describe the factors affecting the amount of time a consumer spends conducting an external search.
2. How does the level of motivation play into Question 1 above?
3. Describe the three components of consumer attitudes.
4. Describe one of following: the evoked set method, the multi-attribute approach, and the affect referral
5. Figure 3.8 show trends affecting consumer buying behaviors. Pick any two two and describe them. Provide an example of each.
6. Define market segment and the process of market segmentation.
7. The text describes many types of market segmentation by consumer group: demographics, psychographics, generations, etc. Pick any two and describe them.
8. The text describes many types of market segmentation for business-to-business: industry, size, etc. Pick any two and describe them.

**Long Answer (8 to 10 sentences)**

1. **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.
2. Gen Z is rapidly becoming an attractive generation for marketers. Explain how you would create marketing messages for this group and how you would deliver messages to them.

The amount of time a consumer spends conducting an external search is influenced by several factors such as the level of involvement with the product or service, the perceived risk associated with the purchase, and the availability of information.

The level of motivation plays a crucial role in affecting the amount of time a consumer spends conducting an external search. If the consumer is highly motivated to purchase a product or service, they may spend less time researching and more time making a decision. On the other hand, if the consumer is not highly motivated, they may spend more time conducting an external search.

The three components of consumer attitudes are cognitive, affective, and behavioral. Cognitive refers to the consumer's knowledge and beliefs about a product or service. Affective refers to the consumer's emotions and feelings towards a product or service. Behavioral refers to the consumer's intentions and actions towards a product or service.

The evoked set method refers to the process of selecting a product or service from a set of options based on pre-existing knowledge, beliefs, and attitudes. The multi-attribute approach refers to the process of evaluating a product or service based on several attributes such as quality, price, and performance. The affect referral refers to the process of forming an opinion or making a decision based on the emotions and feelings generated by the product or service.

Two trends affecting consumer buying behaviors are the influence of technology and the increasing importance of sustainability. For example, the rise of e-commerce has made it easier for consumers to research and purchase products online. The increasing focus on sustainability has led consumers to prioritize environmentally friendly products and brands.

Market segmentation is the process of dividing a market into smaller groups of consumers with similar needs or characteristics.

Demographic segmentation divides the market based on variables such as age, gender, income, and education. Psychographic segmentation divides the market based on personality, values, interests, and lifestyles.

Industry segmentation is the process of dividing the market based on the type of industry the business operates in. Size segmentation divides the market based on the size of the business, such as small, medium, and large enterprises.

Question 1:

Part 1:

When accessing Outback Steakhouse's website, it becomes evident that the restaurant chain is using a number of trends to attract customers and influence their buying behaviors. One of the most prominent trends used by Outback is emphasizing their quality ingredients and providing information about their food sourcing process, reflecting a growing consumer demand for transparency and authenticity in the food industry. The website also features promotions and discounts, appealing to the trend of value-consciousness among consumers.

Part 2:

The website of Urban Outfitters is designed to influence the affective component of consumer attitudes. The site is visually appealing, featuring bright and eye-catching graphics and images that evoke emotions such as excitement and creativity. The products are displayed in an artistic and visually appealing manner, appealing to the affective component of consumer attitudes and creating a positive emotional connection to the brand. The website also features social media integration, allowing customers to share and engage with the brand, further reinforcing the emotional connection to the brand.

Question 2:

In order to create effective marketing messages for Gen Z, it is important to understand their values and priorities as a generation. Gen Z is known for being highly conscious of social and environmental issues, and they appreciate brands that align with their values. As a result, incorporating sustainability and social responsibility into marketing messages is essential. In terms of delivery, Gen Z is highly tech-savvy and heavily relies on digital channels such as social media, online influencer marketing, and mobile devices. Therefore, utilizing these channels to reach Gen Z is crucial. It is also important to ensure that marketing messages are concise, visually appealing, and delivered in a fun and entertaining manner that speaks to their sense of humor and eclectic taste.