

Module 2 Assignment

Short Answer (4 to 5 sentences)

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

One factor that is shown in Figure 3.2 in the book and affects the time a consumer spends on an external search is the combination of costs and benefits of the search. A potential customer spends more time searching for a product that has a high benefit for him than he spends searching for a product that has a low benefit for him. Another factor which has an influence on the time of the consumer on the external search are the possibilities to search. If a potential customer has many possibilities to look for his product, he needs more time than if he has only few possibilities to look for a product.

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

The level of motivation is an important factor that affects the time a consumer spends on an external search. For example, the degree of involvement in the purchase of the product plays an important role. If this degree is high, the motivation is high and people spend more time looking for products. The degree of shopping enthusiasm also plays an important role in motivation. If a potential customer is not really shopping enthusiastic by himself, he will spend less time searching than is the case with shopping enthusiastic consumers. Another factor is the consumer's need for insight. If the consumer has a high need for knowledge, he will spend more time buying a product than someone with a low need for knowledge. In summary, I can say that the degree of motivation also plays an important role in relation to the consumer's time in an external search.

3. Describe the three components of consumer attitudes.

The first component of consumer attitude is the cognitive component. It relates to knowledge, beliefs and ideas, in summary, the consumer's mental processes. Another component of consumer attitude is the conative component, which aims to trigger a certain behavior. The third component is the affective component. This component is described by emotions and an emotional evaluation in the consumer.

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

The multi-attribute approach describes the consumer's behavior in relation to product characteristics, which are influenced by his or her perceptions of the attributes of the product in each case. For this purpose, the customer's attitudes are divided into different factors.

Based on the classified factors, the company can draw conclusions and increase profitability as a result. In summary, the concept serves to understand the customer's decisions and thus to design product features in the customer's interests..

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

In recent years, consumer buying behavior has changed and there are new trends which are having an increasingly significant influence on this. One trend shown in Figure 3.8 is the "active, busy lifestyle" trend. This trend influences the buying behavior of consumers a lot, because people with an active lifestyle and a stressful everyday life have less time to care about buying products. As an example of this trend, we can say that the online market has increased. This is because it ensures that people who already have little time can comfortably save it by shopping online. Another trend described in Figure 3.8 is "gender complexity." In today's times, gender complexity is steadily increasing, so it is clear that this trend also has an influence on the consumer's buying behavior. Products can, for example, be specially tailored and manufactured to appeal to certain "communities".

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

A market segment describes a sub-segment of a market in which products or services are offered. The process of this market segmentation can be described by the fact that the market must be identified at the beginning. This includes, for example, filtering out customer interests or needs. Then the market is divided into different market segments. Examples of market segmentation include geographical segmentation, psychographic segmentation, behavioral segmentation and demographic segmentation. Based on this market segmentation, a company now has a clear picture of its potential customers and can now conduct customer-specific marketing.

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

Demographic segmentation describes a segmentation of the market into characteristics, such as age, gender, education or profession. This type of market segmentation is frequently used because many products and services are influenced by these factors. Geographic segmentation describes criteria such as location-based needs/interests or preferences. The needs and interests can vary depending on the place of residence, for example, a person who lives by the sea has different interests than a person who lives in the mountains.

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

In the business-to-business sector, the market segmentation of the industry ensures that products are sold which are particularly lucrative in the respective industry. In this way, companies want to cooperate with companies in the same industry in order to work in a more long-term and target-oriented manner and to address the target group more precisely. Business-to-business market segmentation of size describes the process by which potential customers are targeted based on the size of the workforce or the "size" of annual sales. Depending on a company's needs, it can choose whether to work with a large or more small company as a potential customer. Both types of size have their advantages and disadvantages.

Long Answer (8 to 10 sentences)

1. **Part 1 (4-5 sentences):** Go to the website of Outback Steakhouse (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). Which component of an attitude is the site designed to influence: cognitive, affective, or conative. Explain.

(1) Outback Steakhouse uses many trends on its website, which are in demand on the market. Thus, Outback Steakhouse offers the possibility to deliver the meal to a customer. Especially in the last few years, when Covid19 has made its mark on the population, many people have become accustomed to having their food delivered to their homes instead of going to a restaurant. Furthermore, the trend of voucher cards is served, which is becoming increasingly popular as a gift. Also, the possibility to get rewards by buying a meal offers the customer an incentive to eat at Outback Steakhouse.

(2) I think that Urban Outfitters draws on an affective component of attitude. I base this on the fact that they want to evoke feelings in their customers with their various products, which results in an emotional evaluation. The conative component, therefore, does not matter to me because I do not think Urban Outfitters wants to convey a behavioral intention through their products. The cognitive component is therefore out of the question for me, as I do not think Urban Outfitters is aiming to achieve beliefs, opinions, and ideas of the product.

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.

Generation Z is a generation that is characterized by communication through the Internet. The majority of Generation Z uses smartphones on a daily basis and is represented on social media. Television and radio play only a subordinate role in this generation. In terms of content, Generation Z is characterized by cosmopolitanism and security. For marketers, this information is important to know as they need to adapt their marketing to this group. As a marketer, I would put together colorful and creative messages for Generation Z, which bring with them a sense of comfort and security through certain details. In addition, I would deliver the messages largely to Generation Z on social media platforms such as Instagram or Snapchat. This type of marketing message can target the target market selectively and avoid the cost and expense of irrelevant marketing messages. Analyzing the generation and the resulting marketing strategy is of great importance for a company to be able to directly address an entire generation and thus stay on the market in the long term and be future-oriented.