

Module 2  
*Assignment*

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

The level of personal significance a customer finds in seeking value from a certain conduct is known as involvement.

Perceived risk: awareness of potential negative effects of a course of action and the resulting uncertainty as to the best course of action to follow.

Time availability: when all other factors are equal, more time spent searching typically leads to more searching.

Consumer attitude: people who value shopping and have a favorable attitude toward shopping tend to spend more time looking up information about products.

Personal factors: as a consumer's income and level of education rise, search tends to rise as well.

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

Motivation plays a significant role since when customers feel the empowerment necessary to spend time conducting external research, it leads to a potential opportunity for him to end up buying what he was looking for.

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

Three components make up the tricomponent model of attitudes. The consumer's knowledge and opinions about goods and services are captured by the cognitive component. The affective aspect of marketing focuses on how a buyer feels about a specific good or service. The affective component, which is evaluative in nature, establishes a person's total evaluation of the disposition object in terms of some sort of favorableness rating. Last but not least, the conative component considers the possibility that a customer will behave a certain way in relation to the attitude object.

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

An evoked set is simply the collection of brands that consumers think about when they are in need of a certain good or service. Based on how consumers view these brands and their brand recognition with consumers, they are regarded as acceptable.

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

The process of segmenting a market into groups of consumers with similar characteristics is known as segmentation. Marketers build their ideal customer profile (ICP) using the four segmentation pillars of demographic, psychographic, geographic, and behavioral data.

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

One of the most straightforward yet efficient types of segmentation is demographic segmentation. To divide your audience and develop customer personas based on factual data, employ demographic segmentation. You can target your audience with goods that fit within their spending limits, for instance, if you segment your market depending on the income of your clients. This is a straightforward segmentation method if you own a small business or are new to online shopping.

Secondly, customers are categorized according to their residences and shopping locations through the process of geographic segmentation. Generally speaking, residents of the same city, state, or zip code have comparable demands, perspectives, and cultural preferences. Geographic segmentation's main benefit is that it gives you insight towards what your clients' location indicates about a variety of geo-specific factors. People who live in colder climates, for instance, are probably interested in purchasing winter apparel and home heating equipment.

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

Businesses can divide their customer base or audience based on shared characteristics by using market segmentation by industry. Businesses will "segment" their audience according to the industry they are a part of in the instance of segmentation by industry. As a B2B company, you might offer a product that is used by the manufacturing industry, the healthcare industry, and the finance business. Assume that these are the main sectors you serve. When it comes to what people buy, how they interact with your business, and the information they want to see, each of these sectors will have distinct wants, requirements, and preferences. Create experiences and material that are pertinent to each of them to start.

On the basis of their size, marketers will occasionally opt to target potential company clients. Size can be calculated using the number of employees or the annual sales. Smaller businesses are valuable since there are many more of them to approach as potential clients, while larger businesses may have the potential for greater sales. The best way to interact with these groups and which members of the organizations to target for messaging will depend in part on their size. For instance, this work will be significantly simpler in smaller businesses; nevertheless, it can be difficult to precisely identify the main decision-makers in bigger businesses.

**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.**

I believe it's a kind of website that tries to approach as many potential customers as possible. Without looking for a selected group of people in terms of age, it's a product offered to men, woman and families (with their "serving those who serve" slogan). They also know how to attract people on how products are shown within the website, since the images and descriptions are mean to be convincing, and not trying them would be a regret. I also believe the structure of the website is organized in such a way that while

scrolling through it, you can get interested on many offers that Outback Steakhouse wants to sell you not only in terms of products, but also in special deals to approach even a greater number of people.

**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.**

I believe that Urban Outfitters is trying to influence the affective side of their potential customers. Throughout the website, they seek to enrich those who wear not only their clothing products, but also their accessories and different categories of products related with the brand. They want to influence on people by letting them know the empowerment they could have by dressing their products. They feel cool and trendy, definitely two factors that, especially in clothing, can be essential when deciding on one product or another.

**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.**

As a marketer focusing on Gen Z, I'll definitely try to approach them with the largest possible digital infrastructure. Nowadays, the addiction that new adolescents have to social media could be a fantastic environment to bombard them with advertising on Tik Tok, Instagram and any trendy app that dazzles now.

I believe that the best way to reach this new generation is by sending as many ads as possible, without worrying about if it could be an excessive amount, since algorithms will make their work on looking for the interested audience. We need to understand that Gen Z has grown with a smartphone close to them, and that's the tool we should use to keep them updated with new trends, products, or services. Also, they are becoming less self-critic due to being absorbed to social media, so they will mostly believe the message you are looking to sell them.

With this being said, marketers should look for reels, short ads and other kind of immediate dopamine doses, since they are the ones that can attract potential gen z customers on a faster way.