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### Module 2 Assignment

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

There are several factors

2. How does the level of motivation play into Question 1 above?
3. Describe the three components of consumer attitudes.

Three components of consumer attitudes consist of a cognitive component, an affective component, and a conative component. Cognitive component is the way in which people think and interpret their attitudes. There are several components that make this section up and that is feelings, thoughts, beliefs, and behaviors that are related to how individuals think about their attitudes. In many cases, many people actually have an issue figuring out their own attitudes. Affective component happens to be my personal favorite simply because I like how it involves the feelings and emotions of individuals. It can be very exciting dealing with consumers' feelings and emotions whether it is in a good way or bad way. Affective component of attitude relates to a person's feelings or emotions in their shaping on attitudes to a person or object. Conative component relates to how we act in response to an object. Furthermore, conative is when a person is acting a certain way toward something. This part can be seen as the behavioral part and also the part where you see someone's intentions and reasons.

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

The multi-attribute approach is very interesting and helps break down the different components that eventually come together later on. The Multi Attribute Model breaks down the consumer's overall attitude and behavior into smaller components. These components could be perceived benefits, functions, product features, etcetera. This is also known collectively as product attributes. For example, two consumers who both have positive attitudes about a particular toothpaste may have arrived at their decisions for different reasons. They may have different motivations.

5. Figure 3.8 shows trends affecting consumer buying behaviors. Pick any two and describe them and provide an example of each.
6. Define market segment and the process of market segment.

What is the Market Segment? Market segment refers to people who are grouped together for marketing purposes. Market segments are part of a larger market, often lumping individuals together based on one or more similar characteristics. The process of market segmentation consists of five steps: group potential buyers into segments; group products into categories; develop market-product grid and estimate market sizes; select target markets; and take marketing actions to reach target markets.

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, etcetera. Pick any two and describe them.

LONG ANSWER

1. Go to the website of Outback Steakhouse ([www.outback.com](http://www.outback.com)). Which trend does the website use? Explain. 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.

\*For some reason I could not pull up the original website and is only allowing me to bring up the Dominican Republic website. The trend that I picked up from the website is the same as every restaurant website online. I see the usual lists, questions and the restaurant showcasing its tasty meals. Secondly, to me I believe the website is using the affective component for a number of different reasons. Affective component attitude relates to a person's feelings or emotions in their shaping on attitudes to a person or object. I feel like the website is using celebrities and models to grab the emotions of the customers who may want to look exactly like the models who are advertising the clothes they are interested in purchasing.

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.

What is Gen Z? Gen Z is colloquially known as zoomers, is the demographic cohort succeeding Millennials and preceding Generation Alpha. Researchers and popular media use the mid-to-late 1990s as starting birth years and the early 2010s as ending birth years. If I were to create marketing messages for this group I would target them 100% online and through Social Media apps. I would also try to come up with the best sales and deals possible since it will easily drag their attention and will definitely at least increase the interest they may have.