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Pointers for End of Chapter 2 Discussion Questions

1. Having read Case Insight 2.1 at the beginning of this chapter, how should Holdz™ develop its matting solution for their bouldering centre corporate customers to take account of the considerable volumes of feet-first falls from climbers, but still allow Holdz™ to generate a reasonable profit?

Pointers:

- The case is based on understanding how climbers behave when they are climbing and how the climbing centre (the retailer) needs to take this into account in their provision for climbers, and in their pricing.

- It also concerns understanding end-user (the climbers') behaviour as well as customer attitudes (the retailer). This end-user-customer dyad is important in this case.

- Look up the Theory of Planned Behaviour and apply to the retailers in this case. Consider how customer attitudes do not always link to their behaviour.

- In this case, customers (the retailers) were not aware of how much climbers would use their product/service. What should Holdz™ do about this?

- Now consider how Holdz might develop its matting solution to meet both end-user and climbing centre needs.

2. Describe the purchasing process you used to obtain the following, using the consumer product acquisition model shown in Figure 2.1.

A) Chocolate bar (e.g. Snickers or Cadbury's Dairy Milk in the UK, Plopp in Sweden, Droste in the Netherlands).

Pointers:

- Motive development is hunger, or greed, or perhaps erroneously, an emotional need which causes eating when not hungry. Information is likely to be the display near the till or somewhere close to the till. The product is not really evaluated except against other products immediately available and a selection is made, bought and tasted. A decision is then made about whether or not to rebuy when faced with the same situation or if to buy an alternative.

B) An electric car.

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Pointers:

- Motive development is the need to travel for relatively short trips and the willingness to avoid (or reduce) carbon emissions. The environmental motive here will play a part in the customer preferring the electric car to a conventional vehicle. Information will be collected through many sources: online, offline, talking with friends, and visiting relevant dealerships. The proposition is typically made by the dealership. Customers evaluate the product against other electric vehicles or potentially cars using different engines such as hybrid or combustion engines. Typically the re-evaluation will happen after several years, at the moment when the purchase of another car is considered.

C) Tablet computer to help you write essays and group work for your marketing course.

Pointers:

Motive development is based around the need to work. The customer may require certain memory or processing specification, or a multimedia product focus. Information is likely to come from a variety of sources including word of mouth, PC magazines, the Internet, etc. The product is evaluated against competing offers, sometimes expressly via comparison search engines; a selection is made, purchased (increasingly online), and experienced. A determination is made about whether or not to rebuy a particular product, or to choose another one next time round.

D) Dishwasher.

Pointers:

- Motive development arises from the need to keep clean dishes. The need for a dishwasher typically revolves around either moving house or needing to replace an old machine. One is a planned purchase, the other an emergency purchase. Information is likely to come from a variety of sources, including word of mouth, specialist magazines, the Internet, etc. The product is evaluated against competing offers, a selection is made, purchased, and experienced. Because of the cost of these machines, and the problems associated if they break down, electrical retailers often sell warranties providing insurance protection (i.e. replacement or maintenance) if something goes wrong with the machine.

3. Use the theory of planned behaviour to explain consumer motivations to pursue the following behaviours:

A) The purchase of a room at Raffles Hotel, Singapore.

Pointers:

- Because the Raffles Hotel is such a prestigious hotel and essentially an ostentatious purchase, the subjective norm component would be very important. In other words, people would be interested in what others thought of them going to the hotel. Were they envious, for example? (This relates to the subjective norm component of the TPB model). If they were, the consumer might be much more likely to attend. However, their intention is also based on their attitudes towards spending the sort of money a Raffles hotel room requires and whether or not they perceive it as value for money (this related to the customer's attitudes toward the behaviour). Finally, a key consideration is whether or not the customer actually has the means

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to purchase the room (this relates to the customer's perceived behavioural control). For example, do they have sufficient money and time?

B) A visit to the Abba Museum in Stockholm, Sweden.

Pointers:

- The Abba Museum is probably of most interest either to Swedish citizens or tourists visiting Sweden because Abba is a world-renowned pop band. Therefore, their intention is also based on their attitudes towards these key ideas. But people might also be prepared to visit the museum if they are in a group of people, where others want to visit the museum (this relates to the subjective norm component of the TPB model). If others wanted to visit, the consumer might be much more likely to attend also, depending on his or her relationship with those people. Finally, a key consideration is whether or not the customer actually has the means to attend the museum (this relates to the customer's perceived behavioural control). For example, do they have sufficient money and time; do they know where it is and so on?

C) Voting during an election in France.

Pointers:

- Voting in democratic elections is not a new concept in France, except to those who reach the age of consent for voting for the first time. French people generally believe that democratic elections present them with an opportunity to change and determine their own futures. The theory of planned behaviour helps explain that voting behaviour is brought about by the **intention** to act in a certain way. This intention to act (voting) is affected by the attitude a subject has towards a particular behaviour (should I vote or not?), encompassing the degree to which a person has favourable or unfavourable evaluations or appraisals of the behaviour in question (e.g. voting is a duty or voting is a waste of time because my vote is one of only 65m). Therefore, the voters' intentions are also based on their individual attitudes towards various issues, e.g. economic or social (particularly in an individual culture such as that operating in France). Finally, a key consideration is whether or not the citizen actually has the means to vote (this relates to the customer's perceived behavioural control). For example, are they registered, is the voting system easy and convenient (a postal vote as opposed to attending the polling station) or does the political situation need change as some candidates suggest in their manifestos?

4. What kinds of celebrity endorsers have you noticed companies using in their advertising to persuade you to adopt the following products?

A) Make-up (e.g. L'Oréal, Lancôme).

Pointers:

- Usually actresses or female pop singers are used in this context depending heavily on the national context. For example, British pop sensation and television personality Cheryl Fernandez-Versini, Chinese model Xiao Wen Ju, Dutch model Lara Stone, and Hollywood actress Naomi Watts, among many others, are the faces of L'Oréal on the basis that we should use their products 'because we're worth it'.

B) Beer (e.g. Heineken).

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Pointers:

- Celebrity endorsement campaigns for Heineken have used actors, such as Daniel Craig (James Bond actor), Neil Patrick Harris (actor in the American sitcom *How I Met Your Mother*) and recently Benicio Del Toro (Puerto Rican actor in various Hollywood films).

C) Beverages (e.g. Coca-Cola or Pepsi).

Pointers:

- Perhaps the best example includes Michael Jackson's and Madonna's sponsorship of Pepsi in the late eighties/early nineties, not least because Michael Jackson was pictured drinking Coke!

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