Consumer Behavior 8th edition Hoyer Solutions Manual

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Instructor Manual

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Chapter 1: Understanding Consumer Behavior

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Purpose and Perspective of the Chapter

The purpose of this chapter is to explore the fundamentals of consumer behavior. Consumer behavior involves understanding the set of decisions (what, whether, why, when, how, where, how much, and how often) that an individual or group of consumers makes over time about the acquisition, use, or disposition of goods, services, ideas, or other offerings. The psychological core exerts considerable influence on consumer behavior. A consumer's motivation, ability, and opportunity affect their decisions and influence what a person is exposed to, what they pay attention to, and what they perceive and comprehend. These factors also affect how consumers categorize and interpret information, how they form and retrieve memories, and how they form and change attitudes. Each aspect of the psychological core has a bearing on the consumer decision-making process, which involves (1) problem recognition, (2) information search, (3) judgments and decision making, and (4) evaluating satisfaction with the decision.

Consumer behavior is affected by the consumer's culture and by the typical or expected behaviors, norms, and ideas of a particular group. Consumers belong to a number of groups, share their cultural values and beliefs, and use their symbols to communicate group membership. Household and social class influences are involved in consumer behavior, as are each individual's values, personality, and lifestyles. Consumer behavior can be symbolic and express an individual's identity. It is also indicative of how quickly an offering spreads throughout a market. Further, ethics and social responsibility play a role in consumer behavior.

Marketers study consumer behavior to gain insights that will lead to more effective marketing strategies and tactics. Ethicists and advocacy groups are keenly interested in consumer behavior, as are public policy makers and regulators who want to protect consumers from unsafe or inappropriate offerings. Consumers and society can both benefit as marketers learn to make products more user-friendly and to show concern for the environment. Finally, studying consumer behavior helps marketers understand how to segment markets and how to decide which to target, how to position an offering, and which marketing-mix strategies will be most effective.

Chapter Appendix

This chapter's Appendix focuses on consumer behavior research and its special implications for marketers. Students will learn about various research methods, types of data, and ethical issues related to consumer research. With this background, they will be able to understand how consumer research helps marketers develop more effective strategies and tactics for reaching and satisfying customers.

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List of Student Downloads

Students should download the following items from the Student Companion Center to complete the activities and assignments related to this chapter:

- Downloadable Student PowerPoints

Chapter Objectives

The following objectives are addressed in this chapter:

1-1 Explain the components that make up the definition of consumer behavior.

1-2 Identify the four domains of consumer behavior that affect acquisition, usage, and disposition decisions.

1-3 Discuss the benefits of studying consumer behavior.

1-4 Explain how companies apply consumer behavior concepts when making marketing decisions.

Complete List of Chapter Activities and Assessments

The following table organizes activities and assessments by objective, so that you can see how all this content relates to objectives and make decisions about which content you would like to emphasize in your class based on your objectives. For additional guidance, refer to the Teaching Online Guide.

Chapter Objective	Activity/Assessment	Source (i.e., PPT slide, Workbook)	Duration
N/A	Icebreaker	PowerPoint Slide 3	5–10 mins.
1-1	Group Activity	PowerPoint Slide 15	15-25 mins.
1-2	Polling Activity	PowerPoint Slide 23	5–10 mins.
1-4	Discussion Activity	PowerPoint Slide 31	10-15 mins.
1-1 – 1-4	Knowledge Check Activity	PowerPoint Slide 39	5 mins.
1-1 – 1-4	Learn It: Concept Check Quiz: Chapter 01 Understanding Consumer Behavior	MindTap Learning Path Chapter 1 Folder	35–45 mins.
1-1 – 1-4	Apply It: Assignment: Chapter 01 Understanding Consumer Behavior	MindTap Learning Path Chapter 1 Folder	35–45 mins.

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1-1 – 1-4	Apply It: Case Activity: Chapter 01 Understanding Consumer Behavior	MindTap Learning Path Chapter 1 Folder	35–45 mins.

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KEY TERMS

Chapter 1

Acquisition: The process by which a consumer comes to own or experience an offering.

Consumer behavior: The totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, places, and ideas by human decision-making units (over time).

Culture: The typical or expected behaviors, norms, and ideas that characterize a group of people.

Disposition: The process by which a consumer discards an offering.

Marketing: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings with value for individuals, groups, and society.

Offering: A product, service, activity, experience, or idea offered by a marketing organization to consumers.

Reference group: A group of people consumers compare themselves with for information regarding behavior, attitudes, or values.

Symbols: External signs that consumers use to express their identity.

Usage: The process by which a consumer uses or consumes an offering.

Chapter 1 Appendix

Conjoint analysis: A research technique to determine the relative importance and appeal of different levels of an offering's attributes.

Data mining: Searching for patterns in a company database that offer clues to customer needs, preferences, and behaviors.

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Ethnographic research: In-depth qualitative research using observations and interviews (often over repeated occasions) of consumers in real-world surroundings. Often used to study the meaning that consumers ascribe to a product or consumption phenomenon.

Focus group: A form of interview involving 8 to 12 people; a moderator leads the group and asks participants to discuss a product, concept, or other marketing stimulus.

Independent variable: The "treatment" or the entity that researchers vary in a research project.

Market test: A study in which the effectiveness of one or more elements of the marketing mix is examined by evaluating sales of the product in an actual market, for example, a specific city.

Netnography: Observing and analyzing the online behavior and comments of consumers.

Primary data: Data originating from a researcher and collected to provide information relevant to a specific research project.

Research foundation: A nonprofit organization that sponsors research on topics relevant to the foundation's goals.

Secondary data: Data collected for some other purpose that is subsequently used in a research project.

Survey: A method of collecting information from a sample of consumers, predominantly by asking questions.

Storytelling: A research method by which consumers are asked to tell stories about product acquisition, usage, or disposition experiences. These stories help marketers gain insights into consumer needs and identify the product attributes that meet these needs.

Trade group: A professional organization made up of marketers in the same industry.

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WHAT'S NEW IN THIS CHAPTER

The following elements are improvements in this chapter from the previous edition:

- Updated learning objectives

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- New vignette to illustrate the consumer decision process
- Numerous new examples
- Numerous recent academic studies added
- New exhibits

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CHAPTER OUTLINE

The following outline organizes activities (including any existing discussion questions in PowerPoints or other supplements) and assessments by chapter (and therefore by topic), so that you can see how all the content relates to the topics covered in the text.

I. Defining Consumer Behavior (LO 1-1, PPT Slides 5–15)

a. **Consumer behavior**: The totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, places, and ideas by human decision-making units (over time) (See Exhibit 1.1 on PPT Slide 6)
   - **Offering**: A product, service, activity, experience, or idea offered by a marketing organization to consumers
   - **Acquisition**: The process by which a consumer comes to own or experience an offering
   - **Usage**: The process by which a consumer uses or consumes an offering
   - **Disposition**: The process by which a consumer discards an offering

b. Consumer behavior involves understanding the set of decisions (what, whether, why, when, how, where, how much, and how often) that an individual or group of consumers makes over time.
   - More than just the way a person buys tangible products like toilet paper and soap
   - Involves goods, services, activities, experiences, people, and ideas
   - Reflects totality of consumers' decisions with respect to acquisition, usage/consumption, and disposition
   - Takes into account managing money and balancing financial decisions

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c. Consumer behavior is a dynamic process.
    - The sequence of acquisition, consumption, and disposition can occur over time in a dynamic order—hours, days, weeks, months, or years.
    - Entire markets are designed around linking one consumer's disposition decision to other consumers' acquisition decisions.
    - Major life events have a major impact on consumer behavior as well.

d. Consumer behavior can involve many people.
    - It does not necessarily reflect the action of a single individual.
    - Individuals engaging in consumer behavior can take on one or more roles.

e. Consumer behavior involves many decisions.
    - It involves understanding whether, why, when, where, how, how much, how often, and for how long consumers will buy, use, or dispose of an offering.
    - Decisions are often related to personal goals, safety concerns, or a desire to reduce economic, social, or psychological risk.
    - Decisions can also be affected by subtle cues in our environment.

f. U.S. consumers spend an average of about $90 per day on goods and services in a typical month. (See Table 1.1 on PPT Slide 10)
    - On average, U.S. consumers spend more for basics like housing, transportation, and food than for other categories of expenditures.

g. Consumption can occur for a number of reasons.
    - Among the most important reasons, are the ways in which an offering meets someone's needs, values, or goals.
    - Acquisition may be related to a consumer's attitudes toward money, materialism, status, emotions, and self-control.
    - Sometimes our reasons for using an offering are filled with conflict, which leads to some difficult consumption decisions.

h. Marketers also try to understand why consumers do not acquire, use, or dispose of an offering.
    - Transparency is increasingly of concern when consumers want to know what a brand or company stands for.

i. Table 1.2 in the text shows that there are many ways that consumers can acquire an offering:
    - Buying
    - Trading

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- Renting or Leasing
- Bartering
- Gifting
- Finding
- Stealing
- Sharing

j. Ways of disposing of an offering include the following:
   - Find a new use for it
   - Get rid of it temporarily
   - Get rid of it permanently

k. When to acquire/use/dispose of an offering:
   - Factors include our perceptions of and attitudes toward time itself
   - Variety, life transitions, traditions
   - Knowing when others might or might not be buying or using an offering

l. Where to acquire/use/dispose of an offering:
   - Need for privacy
   - Convenience

m. How much, how often, and how long to acquire/use/dispose of an offering:
   - Consumers' inclination not to waste things
   - Decision variation from person to person and from culture to culture

n. Consumer behavior involves consumer emotions and coping.
   - Positive and negative emotions can affect how consumers think, the choices they make, how they feel after making a decision, what they remember, and how much they enjoy an experience.
   - Because issues related to consumer behavior can involve stress, consumers often need to cope in some way.
   - Consumers often use products to regulate their feelings.

o. **Group Activity:** *Break the class into small groups of three to five students and have them complete the activity followed by an instructor-led debrief with the class*. (PPT Slide 15) **15–25 minutes total**
   - As a group, identify some marketing strategies and tactics that try to influence one or more of the dimensions of consumer behavior shown in Exhibit 1.1.
     - Students' responses will vary, but possible answers include the following:
       - Scanning trends and conditions in the market

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- Identifying how and where consumers purchased various product types
- Studying customer lifestyles
- Examining consumer income levels
- Determining important service aspects, such as type of warranty offered
- Identifying the expected life by consumers of various product types.

II. What Affects Consumer Behavior? (LO 1-2, PPT Slides 16–23)

a. As shown in Exhibit 1.4 (PPT Slide 17), consumer behavior encompasses four domains:
   - the consumer's culture,
   - the psychological core,
   - the process of making decisions, and
   - consumer behavior outcomes and issues.

b. Before consumers can make decisions, they must have some source of knowledge or information upon which to base their decisions—known as the psychological core.
   - Motivation, ability, and opportunity
   - Exposure, attention, perception, and comprehension
   - Memory and knowledge
   - Forming and changing attitudes

c. The process of making decisions:
   - Problem recognition and the search for information
   - Making judgments and decisions
   - Making postdecision evaluations

d. Consumption decisions and how we process information are affected by culture.
   - **Culture**: The typical or expected behaviors, norms, and ideas that characterize a group of people
   - **Reference group**: A group of people consumers compare themselves with for information regarding behavior, attitudes, or values
   - Social, diversity, household, and social class influences
   - Values, personality, and lifestyle

e. Consumer behaviors can symbolize who we are.
   - **Symbols**: External signs that consumers use to express their identity

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- The groups we belong to and our sense of self can affect the symbols we use, consciously or unconsciously, to express our actual or desired identity.

f. Consumer behaviors can diffuse through a market.
   - The diffusion of information can have both negative and positive effects for marketers.

g. Consumer behavior outcomes also influence and are influenced by issues of ethics and social responsibility.
   - Both consumers and marketers can and do use marketing for constructive purposes, balancing short and long-term horizons plus the interests of themselves and others.

h. **Polling Activity:** *Conduct a poll with the students and then discuss the responses as a group*. (PPT Slide 23) **5–10 minutes total**
   - Opinion leaders or "influencers" on social media play a key role in my consumption decisions.
     - Ask students whether or not their reference groups make them feel as if they should behave in a certain way.
     - Ask students to consider whether certain types of opinion leaders have a stronger influence on their behavior than others.

III. Who Benefits from the Study Of Consumer Behavior? (LO 1-3, PPT Slides 24–26)

a. Various groups use consumer research: marketing managers, ethicists and advocates, public policy makers and regulators, academics, and consumers.

b. The study of consumer behavior provides critical information to marketing managers for developing marketing strategies and tactics.
   - **Marketing**: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings with value for individuals, groups, and society.

c. Concerned consumers sometimes form advocacy groups to create public awareness of inappropriate practices.
   - They also influence other consumers as well as the targeted companies through strategies such as media statements and boycotts.

d. Understanding consumer behavior is crucial for legislators, regulators, and government agencies in developing policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices.

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- In turn, marketers' decisions are affected by these public policy actions.

e. Understanding consumer behavior is important in the academic world.
   - Academics disseminate knowledge about consumer behavior when they teach courses on the subject.
   - Academics generate knowledge about consumer behavior when they conduct research focusing on how consumers act, think, and feel when acquiring, using, and disposing of offerings.
   - Academic research is useful to marketing managers, advocacy groups, policy makers, regulators, and others who need to understand consumer behavior.

f. Understanding consumer behavior enables marketers and other organizations to provide tools for more informed decision-making.

IV. Making Business Decisions Based on the Marketing Implications of Consumer Behavior (LO 1-4, PPT Slides 27–30)

a. Developing and implementing customer-oriented strategy:
   - Segmentation of the market
   - Profitability of each segment
   - Characteristics of consumers in each segment
   - Customer satisfaction with existing offerings

b. Developing products:
   - Consumer ideas for new products
   - Attributes that can be added or changed in existing products
   - Branding of offering
   - Appearance of package and logo

c. Positioning:
   - Positioning of competitive offerings
   - Positioning of one's own offerings
   - Need for repositioning offerings

d. Making promotion and marketing communications decisions:
   - Communication objectives
   - Appearance of marketing communications
   - Location, time, and effectiveness of advertising
   - Sales promotion objectives and tactics
   - Effectiveness of sales promotions
   - Salesperson decisions to best serve customers

e. Making pricing decisions:
   - Price range of a product or service

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- Consumer sensitivity to price and price changes
- Pricing tactics to be used

f. Making distribution decisions:
- Time and convenience of consumers
- Assortment of merchandise
- Store design

g. **Discussion Activity:** *Conduct an instructor-led class discussion*. (PPT Slide 31) **10–15 minutes total**
- What are some specific examples of consumption differences between different cultures?
  - Students' responses will vary. Culture refers to the typical or expected behaviors, norms, and ideas that characterize a group of people. It can be a powerful influence on all aspects of human behavior. A consumer has certain feelings, perceptions, and attitudes because of the unique combination of groups to which they belong and the influence they have on their values, personality, and lifestyle.
  - For example, vehicles in the United States tend to be quite large in comparison to those found in Europe. This is due to many factors, such as the types of roads and driving conditions found in each region, the price of fuel and sensitivity to that price, and local safety and emission requirements. In addition, consumers in the U.S. tend to place significant importance on the oversized nature of the automobiles they drive
- What types of decisions would need to be made based upon the marketing implications of these differences.
  - Students' responses will vary depending upon the examples they identify.

V. Appendix: Developing Information About Consumer Behavior (PPT Slides 32–38)

a. This appendix explains some of the main tools used to collect information about consumers, describes the organizations involved in research, and introduces ethical issues in research.
- Some are based on what consumers say and some are based on what they do.
- Data may be collected from relatively few people or compiled from huge samples.

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b. Researchers collect and analyze two types of data for marketing purposes.
    - **Primary data**: Data originating from a researcher and collected to provide information relevant to a specific research project
    - **Secondary data**: Data collected for some other purpose that is subsequently used in a research project

c. A number of tools are available in the consumer researcher's "tool kit" for gathering primary data.
    - Each can provide unique insights that, when combined, reveal very different perspectives on the complex world of consumer behavior.
    - The purpose is to guide companies in making more informed decisions and achieving marketing results

d. Table A.1 in the text summarizes the tools for primary research investigating consumer behavior.
    - **Survey**: A method of collecting information from a sample of consumers, predominantly by asking questions
    - **Focus group**: A form of interview involving 8 to 12 people; a moderator leads the group and asks participants to discuss a product, concept, or other marketing stimulus
    - Interview: One-on-one discussion in which an interviewer asks a consumer questions related to consumption behavior and decisions
    - **Storytelling**: A research method by which consumers are asked to tell stories about product acquisition, usage, or disposition experiences. These stories help marketers gain insights into consumer needs and identify the product attributes that meet these needs
    - Photography and pictures: Showing photographs or pictures to consumers (or asking consumers to take photos or draw pictures) as a way to elicit comments about marketing stimuli
    - Diaries: Asking consumers to maintain a written or online diary about product purchasing, media usage, and related behavior
    - Experiments: Conducting experiments under laboratory conditions to determine whether and how specific marketing phenomena affect consumer behavior
        - **Independent variable**: The "treatment" or the entity that researchers vary in a research project

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- Field experiments: Conducting experiments, such as market tests in the real world, to determine actual consumer reaction to marketing stimuli
    - **Market test*** A study in which the effectiveness of one or more elements of the marketing mix is examined by evaluating sales of the product in an actual market, for example, a specific city
- **Conjoint analysis**: A research technique to determine the relative importance and appeal of different levels of an offering's attributes
- Observations and **ethnographic research**: In-depth qualitative research using observations and interviews (often over repeated occasions) of consumers in real-world surroundings. Often used to study the meaning that consumers ascribe to a product or consumption phenomenon
- Purchase panels: Tracking what consumers buy on different occasions or in different places
- Database marketing: Combining all research data about consumers and their purchases into a database that can be analyzed to identify behavior patterns as insights for developing marketing programs
    - **Data mining**: Searching for patterns in a company database that offer clues to customer needs, preferences, and behaviors
- **Netnography**: Observing and analyzing the online behavior and comments of consumers
- Psychophysiological reactions and neuroscience: Examining physiological reactions (e.g., eye movements) and applying neuroscience techniques (e.g., measuring brain activity) to understand consumer behavior
    - *Neuroscience* is the scientific study of the nervous system, which includes the brain, the spinal cord, and the retina. Developments in neuroscience have led to the introduction of new methodologies to collect data on fundamental brain processes involved in consumer behavior.
    - (Note that in marketing, the term *neuro* is often applied in a more general sense to all research techniques that involve some kind of psychophysiological measurement, such as eye tracking.)

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e. As shown in Exhibit A.3 (PPT Slide 37), many different organizations conduct research on consumers, although they differ in their objectives. Some do research for application, some for consumer protection, and some for obtaining general knowledge about consumers.
    - In-House Marketing Research Departments
    - External Marketing Research Firms
        - Table A.2 in the text shows the services and size of various market research agencies.
    - Advertising Agencies and Media Planning Firms
    - Syndicated Data Services
    - Retailers
    - Research Foundations and Trade Groups
        - **Research foundation**: A nonprofit organization that sponsors research on topics relevant to the foundation's goals
        - **Trade group**: A professional organization made up of marketers in the same industry
    - Government
    - Consumer Organizations
    - Academics and Academic Research Centers

f. Although marketers rely heavily on consumer research in the development of successful goods and services, the conduct of this research raises important ethical issues.
    - Positive Aspects of Consumer Research
        - Better consumer experiences
        - Potential for building customer relationships
    - Negative Aspects of Consumer Research
        - Studying consumer behavior in different countries can be challenging
        - Potentially higher marketing costs
        - Invasion of consumer privacy
        - Deceptive research practices
    - See Chapter 17 for further discussion of ethical issues.

g. **Knowledge Check Activity:** *To make decisions that affect outcomes like buying new products, consumers must first engage in processes related to which of the following?* (PPT Slide 39) **5 minutes total**
    - Answer: b. The psychological core
        - To make decisions that affect outcomes like buying new products, consumers must have some source of knowledge or information upon which to base their decisions and first

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engage in processes described in the psychological core. They need to be motivated, able, and have the opportunity to be exposed to, perceive, and attend to information. They need to think about and comprehend this information, develop attitudes about it, and form memories they can retrieve during the decision process.
    - The cultural environment then affects what motivates consumers, how they process information, and the kinds of decisions they make.
    - The processes that are part of the psychological core are intimately tied to the process of making decisions, which begins with problem recognition.

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END-OF-CHAPTER QUESTIONS FOR REVIEW AND DISCUSSION

The following are possible answers to the end-of-chapter questions found in the text.

1. How is consumer behavior defined?
    - Answer: Consumer behavior refers to the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, places, and ideas by human decision-making units (over time). Note that disposition is often forgotten as an aspect of consumer behavior.

2. What is an offering?
    - Answer: An offering refers to a product, service, activity, experience, or idea offered by a marketing organization to consumers.

3. What are some of the factors in the psychological core that affect consumer decisions and behavior?
    - Answer: Factors in the psychological core that affect consumer decisions and behavior include the following:
        - Motivation, Ability, and Opportunity (MAO)
        - Exposure, Attention, Perception, and Comprehension
        - Memory and Knowledge
        - Attitude Formation and Change

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4. What aspects of the consumer's culture influence decisions and behavior?
    - Answer: Aspects of the consumer's culture that influence decisions and behavior include the following:
        - Reference Groups
        - Diversity Influences
        - Household and Social Class Influences
        - Values, Personality, and Lifestyle
        - Other Social Influences

5. How is marketing defined?
    - Answer: Marketing is defined as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings with value for individuals, groups, and society. It is a social and managerial process through which individuals and groups obtain what they need and want by creating and exchanging products and value with others.

6. How can public policy decision makers, advocacy groups, and marketing managers use consumer research?
    - Answer: Public policy decision makers, advocacy groups, and marketing managers can use consumer research to understand what consumers and clients value as well as to help develop and understand what appropriate goods and services they deem best for consumers. Policy makers also use research to set law and policy in government (e.g., texting-while-driving legislation may be based on consumer research about safety and phone use while driving). Advocacy groups specifically use research in the same way, but with a focus on using research to advocate a point of view (e.g., Mothers Against Drunk Driving—MADD). Marketing managers can further use consumer research to help consumers by understanding consumer use and desires via research.

7. What kinds of marketing questions can companies use consumer behavior research to answer?
    - Answer: Marketing questions that companies can use consumer behavior research to answer include the following:
        - How is the market segmented?
        - How profitable is each segment?
        - What are the characteristics of consumers in each segment?
        - Are customers satisfied with existing offerings?
        - What ideas do consumers have for new products?
        - What attributes can be added to or changed in an existing offering?

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- What should our offerings be called?
- What should our package and logo look like?
- How are competitive offerings positioned?
- How should our offerings be positioned or repositioned?
- What are out communication objectives?
- What should our marketing communications look like?
- Where should our advertising be placed?
- When should we advertise?
- Has our advertising been effective?
- What should our sales promotion objectives and tactics look like?
- Have our sales promotions been effective?
- How can our salespeople best serve our customers?
- What price should be charged?
- How sensitive are consumers to price and price changes?
- When should certain price tactics be used?
- Where and when are target customers likely to shop?
- What do customers want to see in stores?
- How should stores be designed?

8. How can you benefit from studying consumer behavior?
    - Answer: Consumer behavior studies can help all consumers in the marketplace to better understand the market and its role in business practices. With this background, you will be able to understand how consumer research helps marketers develop more effective strategies and tactics for reaching and satisfying customers.

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Additional Discussion Questions

The following are discussion questions that do not appear in the text, PPTs, or courseware (if courseware exists)—they are for you to use as you wish. You can assign these questions several ways: in a discussion forum in your LMS; as whole-class discussions in person; or as a partner or group activity in class.

1. **Discussion**: *The Efficacy of Boycotts* (LO 1-2) Duration 20–25 minutes.

    - Concerned consumers sometimes form advocacy groups to create public awareness of inappropriate practices. They also influence other consumers as well as the targeted companies through strategies such as media statements and boycotts. Do you think boycotts are effective?

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- Answer: Students' opinions will vary. Boycotts can oftentimes trigger a buycott, where the opposing side urges followers to actively buy a product in response to a boycott.
- Have students read **How Much Do Boycotts Affect a Company's Bottom Line?** (which offers a research-based perspective) and then ask if they still think boycotts do/do not work.

2. **Discussion**: *"Store" Design in a Digital World* (LO 1-4) Duration 5–10 minutes.

- How important is store design in an increasingly digital world?
  - Answer: Store design doesn't just apply to brick-and-mortar retail shops. Given the significant increase in shopping via computer and mobile devices (see Exhibit 1.8), retailers must design websites for friendly functionality on devices used by targeted consumer groups.
  - Smartphones have become the most popular devices for online shopping. Worldwide, 6.4 billion consumers own a smartphone, and 69.4 percent of Internet users use shopping apps on their smartphones. About four out of five (81 percent) consumers said they have bought gifts on their mobile devices, while almost half (45 percent) of consumers use their smartphone to shop all the time.
  - In addition, retail websites must not only function well, but they also need to convey a particular image and shopping atmosphere.

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Additional Activities and Assignments

The following are activities and assignments developed by Cengage but not included in the text, PPTs, or courseware (if courseware exists)—they are for you to use if you wish.

1. **Internet Activity:** *Consumer-Generated Content* (LO 1-1–1-4) Duration 60–90 minutes. (Assignment concept courtesy of Lars Perner, Ph.D., University of Southern California)

- Have students analyze consumer generated online content—e.g., blog entries, pictures, and videos—for a product category or brand of their choice. The material analyzed should be generated by consumers only and not include agency-generated advertising. However, although the purpose here is not to find official advertisements or other marketer-

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generated materials, students may wish to use existing ads to demonstrate how consumer-generated material *differs* from firm-generated advertisements.

- Students should prepare a brief report in whatever format the instructor prefers to assign (written summary, in-class presentation, LMS discussion, etc.). Student summaries should include the following:
    - Discuss the possible motives of the consumers generating the material in question (e.g., genuine desire to help others, wanting to look good, desire to promote a favorite brand, desire to present an alternative brand to the market leader, "blowing off steam," show off creative talents more than dealing with substance per se, desire to entertain).
    - Determine the extent to which different people who create material on similar topics/brands either compete with each other or promote other people's material.
    - Summarize any themes or issues encountered. (Note that photos and videos may be "staged" or sensationalized to some extent. Nevertheless, do these at least suggest certain underlying consumer motivations, emotions, and/or perceptions?)
    - Identify any implications for the marketing of the product or the brand in question.

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