INSTRUCTIONS

*You have 6 days to re-upload*

*Don’t just look for the answer in the case, supplement your answer by researching on the internet also. For example, when you are attempting question no 1, search the internet for “how consumers are/can be categorized AND then solve for how Gail as a consumer can be categorized into many useful ways.*

*I have solved this case during the class also.*

**Questions:**

1. What useful ways can marketers categorize Gail as a consumer?

**Answer:** Marketers can categories Gail as a “impulsive consumer”, because impulsive consumer make swift buying decisions and immediately purchase when they connect with the product and its features ,

That’s why Gail is also a impulsive consumer, she just saw a bracelet and throw it in the digital cart and order it.

1. How do others influence Gail’s purchase decisions?

**Answer:** The “Marketing campaign” and “Life style” influences Gail‘s purchase decision. Marketing campaign influences her decision of purchase. The seller notify Gail that the site has a new jewelry option and also use a celebrity Allison William who wears a bracelet, and one of the another factor which influence the Gail’s purchase decision ,that the admin of the page or website design the strategies which suits the life style of Gail, life style is a way of living which she expressed in his activity, interest.

1. What role did brand play in Gail’s surfing habits?

**Answer:** In Gail’s surfing habit the brand play a “ brand recognition” role. Brand recognition is a good stage to aim for if the seller don’t have any recognition at all. Brand recognition will help people lean toward seller product when given the choice between their own product and One they have never heard of.

1. What other factors influence Gail’s evaluation of products?

**Answer:** The factor which influence the Gail’s evaluation of product that is “comparative reference group”. (People the consumer admire their lifestyle). Such as celebrities and heroes, whom we aspire to be like.