

**mid-term exam (consumer behavior)**

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INSTRUCTIONS

*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.*

**Question 1: What useful ways can marketers categorize Gail as a consumer?**

**Answer**:

Marketers can categorize Gail on her personal preferences, likes, dislikes. In industry like fashion, personal opinions are most powerful. If she was not interested in a jewelry piece it wouldn’t have mattered to her that how many ads or texts she got from any jewelry company.

Knowing Gail’s buying capacity will help marketers to determine which range products she can buy. Marketers can categorize by her purchasing power.

Studying customer behavior in terms of choice of place will help marketers categorize consumer easily. Marketer can categorize Gail as an online consumer by looking at her buying attitude. Gail is a person so much addicted to online apps and is interested in visiting different social websites in her free time (which consists of different ads of different products and services). The new generation of this era prefer online shopping rather than going out for shopping physically.

So marketer should categorize her according to her personal preferences about products, her purchasing power and choice of place for shopping and getting ads and advertisement.

**Question 2: How do others influence Gail’s purchase decisions?**

**Answer**:

“Industry influencers in niches such as fashion and beauty hold a lot of sway over this consumer group,” Molz said. They start trends, determine what’s cool and desirable, and curate the must-have items as fashion magazines used to do.”

Gail seems to be a trendy person who would not go to have anything that is not in fashion and can satisfy her needs of glamour.

Those who have the ear of the millennial and post millennial in their target audience can influence Gail’s purchase decision such as bloggers and vloggers, publishers, YouTubers, etc. talking about the new trends and fashions.

Gail purchase decisions is also influenced by her sorority friends by looking at what new trends are they following.

Her favorite celebrities and star fashion icons promoting or using a product, do influence Gail’s purchase decision (celebrity endorsement).

**Question 3: What role did brand play in Gail’s surfing habits?**

**Answer**:

A brand covers a warranty of quality and many different tangible and intangible attributes such as design, symbol, culture, personality and user image, which plays a very significant role in attraction of customers and keeping them brand loyal. When consumers have a connection with the brand personalities, it can create brand loyalty but moreover make a ‘must own’ element particularly with fashionable items.

Gail surfing habits shows us that she is more brand conscious person and would buy the products that are titled to a quality name of a brand. Here brand play in important role as the brands kept her updated with the availability of new options that Gail might be interested in by sending her Emails, texts and Ideas, to make her feel that how important is she ( as a customer) for the brand.

**Question 4: What other factors influence Gail’s evaluation of products?**

**Answer:**

Since Gail is a girl from the trendy new era generation following the new trends, she seems to be rich enough to buy the products which first satisfy her want of giving her glamorous and fashionable looks. She is more interested in buying branded products, name of the brand and most important is the brand image. She’s more interested in products having celebrity endorsement. If the brand has a good image the Gail will most probably buy its products and would stay loyal to it.