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.*

Gail has some time to kill before her Accounting class, so she pulls out her trusty iPhone to see what’s going on in her social networks. Between studying for her Accounting and Marketing exams, she hasn’t checked out anything interesting in days—even her Facebook friends around campus have been quiet. Enough of the serious stuff, she decides. It’s time for some *really* educational surfing. So, where to go first? Gail goes straight to Pinterest to see if anyone has pinned any new styles on her Shoe-aholic Board. Yes, definitely some new stuff to post for her sorority sisters. She flicks over to HerCampus (“a collegiette’s guide to lifeSM”) to get the latest 411 on *The Bachelor* TV show. She’s just about to jump to Gen Y Girl when she gets a text from Jewelmint.com to notify her that the site has a new jewelry option for her that’s based on the profile she filled out when she registered. Sweet—it’s a bracelet the actress Allison Williams from *Girls* recommends. With her PayPal account, it doesn’t take Gail long to throw the bracelet in the digital cart and order it—and to share a photo of her haul on Facebook. Just on a whim, Gail opens the Tinder app on her phone; yes, as usual plenty of guys who want to meet up if she “swipes right.” Not happening with these dweebs—a flurry of left swipes and she’s done.1 As Gail glances at the clock, she realizes she’d better come back to the real world or she’ll miss her exam. OK, enough time for one quick post before she runs to catch the campus shuttle: Gail logs on to RateMyProfessors.com and writes a quick but glowing paragraph about how great her Consumer Behavior professor has been this semester …

**Questions:**

1. What useful ways can marketers categorize Gail as a consumer?
2. How do others influence Gail’s purchase decisions?
3. What role did brand play in Gail’s surfing habits?
4. What other factors influence Gail’s evaluation of products?