

## APPLICATIONS PAPER

### Option 2—Customer Analysis

For products and services aimed primarily at consumers, this option involves a discussion (based on reading, consumer observation, and/or interviews) of issues in consumer behavior that have implications for the success of the venture—e.g.,

- Consumer information search strategy
- Level of category involvement in the decision making process;
- Typical characteristics of the shopping occasion;
- Consumer product category knowledge;
- Social influence on product choice and/or selection;
- Means-end associations with the product;
- Consumer attitudes toward the product category and/or brands involved;
- Family member influences and roles; and
- Situational influences relevant to the product category, target market, and distribution channel.

For products and services aimed primarily at businesses or other organizations as end customers, this option involves a discussion (based on reading, consumer observation, and/or interviews) of issues in organizational decision making and practices (as discussed in Chapter 6 of the text) that have implications for the success of the venture—e.g.,

- Strategic alliances
- Relationship marketing
- Demand types
- Buying practices (e.g., reciprocity)
- Types of purchases
- Buying centers
- Evaluative criteria
- Buying situations

In your discussion, you should be sure to highlight [managerial implications](#) of the consumer behavior or organizational buying issues that you raise. You may want to discuss ethical issues—e.g., consumer decision making approaches for certain low involvement products that make them vulnerable to deceptive or confusing marketing claims.

If you perform primary research (e.g., interviews or surveys), you should clearly state your procedure and the sample size involved.

#### CHECKLIST:

- ✓ The paper starts with a brief reminder of the proposal description (no more than five lines).
- ✓ The analysis emphasizes [managerial implications](#) of your reading.
- ✓ Any assumptions are identified.
- ✓ Any sources used are cited.

- ✓ Any primary research performed is clearly documented.
- ✓ The term "etc." (or other ambiguous terms) is *not* used.

A draft of the evaluation form for this assignment is available on the course web site but is subject to revision.