

**BUSS505 CB ASSESSMENT COVER SHEET**

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| **Student Name:** | | **ID Number:** |
| **Program of Study:** |  | |
| **Paper Name:** | Consumer and Organisational Behaviour | |
| **Lecturer:** | Marilyn Giroux | |
| **Workshop Leader/TA:** |  | |
| **Assessment:** | CB Applied Case Questions | |
| **Paper Code & Stream:** | **BUSS505/??** | **Word Count:**  **Note: word limit for answers is 2000 words (excluding references).** |

1. **Statement of Academic Honesty**

This assessment has been written by me and represents my own work. This work has not been previously submitted.

All source information has been appropriately acknowledged and referenced.

I have maintained and will continue to maintain the confidentiality of any persons/organisations referred to in this assessment.

I permit this assessment to be copied for academic processes (such as moderation). I have retained a copy of this assessment electronically.

**Signature………………………………………….. Date……………/………………/………………**

**LATEASSESSMENTS**

You must ensure that this section is completed if the assessment is being submitted after the original assessment deadline.

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| *Date handed in* | *………../………../………..* | *Extension granted?* | *Yes/ No* |
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Consumer Behaviour Questions

Due Tuesday October 25th, week 13

## Perception

1. Give three examples (using three different senses) that illustrate how Zara can utilise sensory marketing (relating to taste, smell, sight, touch, and/or hearing) to enhance the in-store retail experience of customers in Mook Tea stores (6 marks)

Zara can use sight, smell, and touch to enable Mook Tea consumers to form positive opinions about the company's products and purchase them (Rathee and Rajain, 2017). Zara can use the sight sense by having a neat and attractive organization of the in-store retail. She can also ensure the store is always clean and well-lighted to help consumers find their products easily. This is because the sight sense is crucial and is the first to perceive an environment (Rathee and Rajain, 2017). Consumers' most potent sense is their sense of smell, which can influence their emotions, memories, and inspiration (Rathee and Rajain, 2017). Since the power of aroma may link with a person's long-term memory, Zara has a significant amount of ability to influence the shopping experience of Mook Tea customers positively. In light of this, Zara should ideally endow the Mook Tea goods sold in-store with a distinctive aroma that is both pleasurable and distinctive. This would remind customers of the brand even when they were not in the store, encouraging them to return. In addition, opening the doors wide and letting the aroma waft out can also entice customers passing by. Rathee and Rajain (2017) state that customers who prefer to purchase in person frequently do so because they value the opportunity to engage in tactile experiences. Before making a purchase, they want a clear idea of how a thing looks and feels in actual use. Therefore Zara can capitalize on this desire by designing its store layout such that customers can engage with the products they sell. She may even want to think about hanging up signage that makes it apparent that customers can touch the products.

1. Using the concept of selective perception, explain the importance of pre-existing beliefs in consumers holding biased opinions about AT ([Auckland Transport](https://at.govt.nz/)) and public transport in general. Think about how bias influences consumers' transport decisions to drive, cycle, or use public transport. Use one example of bias regarding AT and one example of bias regarding public transport to support your answer. (4 marks)

Answer: Selective perception is correctly described. The way that consumers' pre-existing beliefs towards AT and public transport influence their transport decisions is correctly outlined. One clear example of bias toward AT and one clear example of bias toward public transportation are provided to support the answer. (4 marks)

A person is said to be engaging in the process of selective perception when that person only perceives what they want to smell and disregards other people's perspectives. People's perceptions of public transport differ depending on the information they have. Consumers' pre-existing beliefs about AT operations have been curtailed, reducing their income (Agyekum et al., 2015). The bias against AT is formed based on negative evaluations of the company. Many people believe that there would be an increase in the use of public transportation if the service quality were aligned with users' expectations. More particularly, there should be an improved link between schedule conformance and a more appropriate reaction to users' requirements. Public transport bias is formed on beliefs the services are substandard and always late.

## Learning

Explain how an immersive retail experience could lead to increased brand recall (remembering) and increased overall sales for Mook Tea. Relate your answer to the way that associative networks facilitate cognitive learning. Provide an academic article that relates to your answer and cite it in text using APA 7th. (5 marks)

Consumers can enter an enriched universe where their creativity can come to life after an immersive encounter. It is a means to engage in person with anybody, regardless of where they are or where they may be in the future (Tom Dieck and Han, 2022). Immersive brand experiences can come in various forms and sizes and can be used in several ways. As a result, to explain precisely how varied they may be and how extensive the scope of their application is, I will now provide some examples of how they might be effectively used to increase sales of Mook Tea. The client will be more likely to remember the product frequently and buy it when needed if immersive experiences are created using actual venues such as the Mook Tea in-store. Mook Tea can also utilize virtual spaces to provide its customers with immersive experiences. According to Tom Dieck and Han (2022), an ever-increasing variety of brands have discovered efficient ways to build immersive experiences by utilizing apps, games and upcoming technology such as virtual or augmented reality. Mook Tea ought to experiment with using such platforms to affect the recall of their brand, as this is, of course, the natural home for companies already functioning in the world economy.

Training is essential for every company because it helps with everything from orienting newly hired employees to helping current team members expand their skill sets. Immersive technology can help bridge the gap and guarantee that workers are well-prepared for scenarios that cannot be easily recreated or for which there are no opportunities to gain hands-on experience. The following explains how Mook Tea brands can employ immersive technology for training purposes. Educating sales staff on new items can be time-consuming and expensive, making it even more challenging when that personnel is located in different parts of the country or the world. However, Mook Tea came up with a solution of using a unique video and virtual reality (VR) teaching tool built for Oculus Go that enables employees of Mook Tea to learn more about Mook Tea, examine products, and learn about the company's history. When this occurs, personnel can better comprehend how customers connect with them and provide a personalized greeting when they enter the store, encouraging customers to remember the brand in the future and make purchases.

## Statistical analysis/Attitudes

1. i. Calculate the mean and the median scores relating to attitudes towards the advertisement for Uber Eats. What do these measures suggest about consumers' responses to this advertisement?

The mean is 4.08 and the median is 4 as calculated in the excel file. The information suggests that the advertisement has poor performed as its rating is below five showing that many people rated it low. The median is also showing that most people rated it four.

ii. Create a histogram of the data. Explain why Sefina would have come to an incorrect conclusion about responses to the advert if she relied on mean and/or median alone to draw conclusions about consumer attitudes. (6 marks)

Sefina would have come to an incorrect conclusion because calculating the mean provides a measurement that can be used for various samples showing uneven spread. The primary goal in calculating an average is determining how a particular sample group has changed over time. Therefore when applying this method, the purpose of conumsers is not equivalent to marketing attitude, which can cause prevalent errors. Given that it does not consider the actual amount of each observation, it does not make use of all the information contained in the data. In contrast to the mean, the median cannot be refined using further mathematical calculations; as a result, it can portray accurate attitude behaviours.

1. Using the elaboration likelihood model (ELM), identify which type of advertising Uber Eats should use in the future and why (4 marks).

Answer: Elaboration Likelihood Model (ELM) is briefly and correctly described, and both types of elaboration are analysed correctly. The type of advertising campaign Uber Eats should use in the future is correctly identified with a clear explanation why. (4 marks)

The Elaboration Likelihood Model (ELM) is a persuasion model with two different processes. The model's purpose is to explain the central and peripheral ways people are persuaded. The central route of persuasion occurs when a person is convinced by the content of the message, whereas the peripheral route occurs when an individual is convinced by a factor beyond the message's subject matter. According to Pillai et al. (2022), the central route is an active and aware process characterized by analysis of message content, whereas the peripheral route depicts an attitude adjustment process that requires less effort on the part of the individual. The path one is persuaded to take can be influenced partly by motivation and skill. Uber Eats is a well-known firm, and its customers are almost always sure of what they want; therefore, the company should utilize the central route. According to Pillai et al. (2022), processing the Central route requires significant elaboration. Because of the high motivation level, the customers carefully consider the substance of the message instead of reading it casually. Users are aware of the significant things to them, so they will try to investigate the message conveyed by a believable design. Therefore, if people are convinced by central route processing, it will be because they have concentrated on the positive aspects of the message (Pillai et al., 2022). The users' perspectives on the message will be considered when deciding whether or not they agree with it. This is because they will be placing a significant amount of weight on what the message is conveying to them.

## Decision-making

Explain how Oppo's marketing strategy can capitalise on the decision-making steps of young consumers to increase sales in New Zealand. Provide an example illustrating how Oppo can influence consumers at each step of the decision-making process (10 marks).

The consumer decision-making process consists of five stages: the recognition of a need, the search for information, the evaluation of alternatives, the purchase, and the behavior after the purchase (Pomytkina et al., 2020. During each of these stages, marketing managers strive to exert influence over the behavior of consumers, as will be explored in greater detail in the following paragraphs. Interestingly, need recognition may relate to the actual need of a prospective customer for a specific product or service; therefore, customer needs can be targeted by Oppo through effective marketing communication strategies like explaining the best features of their products to consumers (Pomytkina et al., 2020). The next step is information search after a consumer recognizes a need; therefore, Oppo should make its product information available, primarily through online platforms, since many people turn to the internet when searching for information.

The next step is the evaluation of alternatives, where consumers compare the efficiency of products. Therefore, Oppo needs to realize that influencing client behavior during this stage of the decision-making process is essential for the company to improve its customer acquisition and retention levels to achieve its goals. As a result, the company ought to try to entice customers with its competitive advantages, which are typically founded on at least one of the components of the marketing mix (Pomytkina et al., 2020. The next stage is the purchase, and as a result, Oppo needs to have a high degree of customer happiness from previous shopping encounters, merchandise return policy, store image, and the amount of intensity of time constraints associated with the transaction in their comments and referrals. The final stage is post-purchase behavior; as a result, Oppo should invest in post-purchase contacts among clients. These communications might be follow-up calls or messages sent from salespeople. Social influences

## Social influences

Give Emma two marketing strategy recommendations regarding ways she could use social influence to encourage people to use public transport. Support your answer using at least two academic sources and cite them using APA 7th (5 marks).

I would recommend Emma use safer contactless payment options, especially after the Covid-19 outbreak; people have avoided using public transport due to having to touch cash. As a society, we are moving away from using cash, which means that transit systems need to implement digital methods of fare collecting (Tirachini and Cats, 2020). This will allow for improved passenger convenience and safety with contactless payment options. AT must work quickly to ensure that there is a system that maximizes the chance to offer a practical substitute for cash payments, particularly in light of the health and safety issues brought on by the pandemic. This is especially important because contactless payment adoption has not yet been implemented. It is essential to inform the public that regularly scheduled cleaning is taking place and the frequency of these cleanings to ensure that passengers can contend because the case states that the company is affected by negative evaluations, which might be based on the hygiene of the AT.

This will positively reinforce recommendations to passengers to use the company's services. It is also crucial to highlight that another critical issue that comes into play is ensuring that services can adapt for social distancing, which should be noted. People who suffer from anxiety are not likely to use public transportation if they do not feel confident in their ability to maintain a safe distance from other passengers. In addition to modeling acceptable behaviors, it will be necessary to track down contact information, which can be a challenging task in general if there are no mandatory sign-up sheets or apps available for individuals to download (Max et al., 2013). Despite this, it is difficult to determine whether or not each commuter has checked in if the system is not being watched. This presents a difficulty for AT, which is why I advocate using technology to ensure this can be accomplished with assurance and convenience.

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