

# Fret and regret

[Life](#), [Emotions](#)



Case-1 Fret and Regret 1. Explain in detail using concepts from the course what the problem Ian is faced with. Ian has 2 major problems; he doesn't want to use iPhone 4S instead of Galaxy S2 and he doesn't want to break Molly's heart. First problem is about his personal taste and desires. Ian thinks that with Galaxy S2 he can benefit from extra technological advantages such as 4g, extra storage and computer remote control. This shows that in Ian's opinion Galaxy S2 has better quality rather than iPhone 4S. Another reason about Ian's preference is Galaxy S2 has bigger screen.

So in his opinion Galaxy S2 is more successful than iPhone about designing. In terms of technology and design Galaxy S2 seems more attractive to Ian. The fact is that these two smart phones both have comparative advantages to each other and price is the same. At this point, personal taste becomes important and that is why Ian prefers Galaxy S2. Second problem is about ethics. Molly bought expensive, useful and one of the best smart phones; iPhone 4S to make Ian happy. She sacrificed her money and time in order to give perfect present. So if Ian exchanges the phone that would make her sad and her efforts would be in vain. . Should Ian change the phone or keep the phone? Again use as many concepts from the course as are relevant. Ian's consumer behaviour depends on; brand, his personality, his girlfriend and technology. According to the case if he only considers brand and technology his choice would be Galaxy S2 for sure. But if he considers all of these points and gathers more information, rational choice would be iPhone 4S. For that reason Ian should keep the phone. He didn't give iPhone 4S enough credit and he admitted that he has distaste for apple products; proof of prejudice.

Also Ian didnt do enough market research so he has some wrong informations about Iphone 4S's technology. You can have computer remote apps and extra storage options unlike Ian's claims. Before buying new products, awareness, interest, evaluation, trial and adoption should be the process. Ian skipped trial and evaluation parts and only paid attention to interest. While purchasing expensive and to be used for a long time products these steps shouldnt skip. Bigger screen and some extra features directed him to want Galaxy S2. But he also stated that these phones are identical in terms of functionality.

Ian realised he needs a phone and briefly searched for Galaxy S2. He was in the second step of the buyer decision process. He should have asked his Iphone 4S and Galaxy S2 user friends, get more information and try Galaxy S2 before making final decision. Since there is no time left for evaluating alternatives, he should keep Iphone 4S and doesnt make sad Molly. If he exchanges the phone he might regret from Galaxy S2 and also broke his girlfriends heart. So instead of taking those risks, he should continue with the phone which he started to get used to.