

Final

Business, Marketing



Solution to Question One Consumer behavior in the purchase of mobile phones is influenced majorly by personal factors. Personal factors include the personality of the customer, their lifestyle and their motives. For example prominent people and celebrities choose phones that identify them with the social class. They purchase the brands of phones that can be associated with the people they are in the society. One does not expect millionaire or a pop star to have the same phone as a normal social worker.

Frozen dinner is influenced by personal factors. Frozen foods are normally instant and ready to cook. Consumers who purchase these foods often have tight schedules that cannot allow them to be preparing food at any time. People also prefer buying frozen food due to health concerns. Some are keen to avoid being obese and thus prefer frozen foods due to their low cholesterol content.

Television sets purchase is influenced by economic factors. Economic factors mainly centers on a person's financial status. The wealthy are able to buy bigger and more advanced television than the common people. The choice of buying a television depends on the money one has available at his or her disposal (Armstrong, 2009).

Solution to Question Two

For a company to build and manage a brand strategy they must make decisions on the way to add value to their products. This is by use of distinct style, and design, good style makes the product to be attractive to the customers. This can decrease production cost and enhance the reputation of the product thus beating of competition. Nestle USA products have distinct designs and styles which make them stand out from the rest. With the name,

they have built in the market they do not spend much on advertisements because people already know them. Choice of packaging is also an important decision to be made by the management. Good packaging means the products becomes more attractive to the customer hence promoting sales. The Nestle USA products have some of the best packaging methods for their products. This ensures their product continues to attract the required attention and the same time maintain their mark of quality. (Armstrong, 2009).

Solution to Question Five

Market segmentation is the division of a market in terms of its demographics geographical boundaries and political nature. This creates distinct submarkets with distinct needs and interests. Through segmentation, it is possible for one to get a target market from a division whose interest fit with ones products. The five characteristics of a substantial market segment are measurability, accessibility, profitability, market responsiveness and availability.

Firms prefer to use a single segmentation variable to define their target market because it is less costly. Following up all the characteristics can be expensive in the long run and the firm's main objective is to make profits not incurring unnecessary loses. The Coca Cola Company is one the biggest companies in the world. It distributes its brands throughout the word using with the main characteristic of their market segment being profitable (Armstrong, 2009).

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Solution to Question Six

A company makes the decision of providing their product to all their target market in the safest and healthiest way possible. Dove, for example, is committed to providing women with the help so that they can realize their true beauty. A company is supposed to provide products to their customers with their main intention being to help their clients and not making a profit. “Dove believes that beauty is for everyone” this shows that the company should not be biased in terms of sales. They should sell to all clients regardless of what part of the market segment they originate (Armstrong, 2009).

References

Armstrong, G. (2009). *Marketing: an introduction* ([European ed.]. Harlow, England: Financial Times Prentice Hall.