

# [Internet exercise](https://assignbuster.com/internet-exercise/)

[Business](https://assignbuster.com/essay-subjects/business/)

Internet Exercise inserts his/her Inserts Since I have been particularly drawn to cooking since childhood and I have an interest in cooking recipes that offer quick preparation times and easy to cook food, I was drawn to an ad by Kraft Foods regarding the “ Food and Family” magazine (see Appendix 1). This ad attempts to trigger problem recognition in the sense that it is catering to that segment of customers who do not have the time to cook long recipes or make extravagant meals. In fact, this ad is particularly to those who are looking for quick-fix solutions when it comes to cooking(the desired state) and, at the same time, are health conscious and do not prefer putting on additional calories by eating meals from fast food chains(the desired state) (Kraft Foods Global, 2012). The problem, therefore, is individuals who have difficulty in arriving at ideas on what to cook (the actual state) and how as well as customers who are looking for particular tips on how to cook a particular meal (the desired state). These individuals prefer to cook themselves (to avoid the weight gain that comes from fast food products), however, they are pressed for time and therefore want easy to cook recipes. Another area of problem recognition is that this ad indirectly also focuses on customers who want to cook their family favorites, perhaps on a weekend (or Sundays), and who do not prefer going out to restaurants for the same. Problem recognition is triggered also by the fact that it is meant for those customers who are looking for quick recipes to entertain their guests for a lunch or hi-tea. Upon reading this magazine, customers hope to find remedies to their problem in the form of the recipes and tips provided in the magazine for particular meals. By clicking on this ad, customers are directed to immediate subscription via payment through a variety of online options (Kraft Foods Global, 2012). Hence, by just a few clicks, customers get access to their favorite magazine without having to go and buy it physically from a store.
As far as company advertisements are concerned, I have been fascinated by the cutting edge technology that Apple offers. The ad that triggered problem recognition is that of MacBook Pro with Retina Display featured on Apple’s website (Appendix 2). In this case the problem recognition has arisen out of opportunity recognition where the desired state was enhanced due to changing circumstances in life and career. Owing to progress in academic and professional life I have been inclined to use high-tech gadgets that enable me (and customers like me) to perform tasks within seconds. The problem that is catered to in this ad is of customers who are tech-savvy and who prefer high-definition resolution especially for graphics (Apple Inc., 2012). It is for those who wish to avoid the hassle of waiting for frequent hang-ups in the laptop or little storage to accommodate graphics (Apple Inc., 2012). Apart from this, the other crucial aspect catered to by this ad is that of reaching a desired state whereby the customers want to stay upfront on the technological aspect. It is for the trendsetters and innovators who wish to have the most “ recent” technology.
This ad also triggers problem recognition through need recognition. This is because customers who have moved up the financial ladder (and have achieved a higher status) prefer to have the latest variety when it comes to the technological front. For such customers, variety in technology is a way of killing boredom. Hence, for such individuals, the MacBook Pro ad offers the ideal combination of speed, reliability, performance and aesthetics combined with the luxury associated with the “ Apple” brand.
References
Apple Inc. (2012). MacBook Pro. Retrieved from Apple: http://www. apple. com/macbook-pro/
Kraft Foods Global. (2012). Kraft Promotions. Retrieved from Great Recipes, Dinner Ideas and Quick & Easy Meals from Kraft Foods: http://www. kraftrecipes. com/home. aspx
Appendix 1
Appendix 2