

# Case study

[Business](#), [Marketing](#)



Case Study: Weight Watchers vs. Jenny Craig Q1: In the event that I have to decide of going on a diet, I will go through five steps in making a final decision on the diet programs to follow. First, I would have to recognize the existence of a problem that requires to be solved, in this case weight. Next will be the search process, which will entail research for appropriate services or products to satisfy the need. After coming up with what will satisfy my need, the next step would be to evaluate alternatives. This will be followed by actual selection of the diet program to go on, which is the one preferred over the others after carrying out a tally of all criteria used to reach a decision. Finally, I will have to evaluate the decision once a diet program is adopted to ascertain the satisfaction it is intended (Chater 15).

Q2:

In a business, value is created through performing actions, which increase its worth of services and goods. Weight Watchers have created value employ the use of the Internet in enabling members to check meals at popular restaurants, point values for food, as well as add meals or snacks to their daily food journals online (Brazin 34). They have also created similar cell phone applications and services for training on fitness. Jenny Craig has created value through offering additional one-on-one counseling services to members and customizing diet programs to fit various social groups like men, women, or teenagers (Fayolle 30).

Q3:

The determinant attributes that set Jenny Craig's and Weight Watchers' programs apart include diet program, cost, average weight loss, support, the percentage of participants still in the program after four weeks, as well as

long term assistance.

Compensatory Purchasing Model.

Diet Program

Cost

Average Weight Loss

Support

% of Participants Still in the Program after 4 Weeks

Long Term Assistance

Overall Score

Importance Weight

0.2

0.1

0.3

0.1

0.2

0.1

Weight Watchers

8

10

8

7

6

8

8.1

Jenny Craig

10

6

7

9

7

5

7.5

Q4:

The two diet companies through several ways such as building realistic expectations, which are neither too high nor too low, can enhance customer satisfaction. It will be prudent for them to note that unrealistically high expectations from consumers of their services set through personal selling or advertisement may initially lead to higher sales, but in the result in dissatisfaction if the diet programs do not meet the expectations (Randall 54).

They can also do this by demonstrating correct implementation of their diet programs through actual recordings of success in previous cases. This will enable them to sell more by standing behind their services and products through provision of money-back warranties and guarantees. Customer satisfaction can also be improved through encouraging feedback from them. This will help in cutting down on negative word of mouth as well as help them adjust their offerings. Finally, they can contact customers periodically to thank them for supporting their businesses. This aspect of human contact is a highly appreciated gesture by the customers.

Q5:

Consumers' propensity to go on a diet is impacted by psychological factors, which include lifestyle, learning, perceptions, attitudes, and motives for dieting. Remarkably, these have contributed significantly in the way programs are designed to attract the customers. Another important factor addressed is the marketing mix that entails place, promotion, product, and price. These help the consumers in deciding the diet program to adopt.

#### Works cited

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