

Study Guide 2 Marketing

CHAPTER 4

Jonah Sachs: When you get separated from the front line (you work in corporate) you forget that customers are whole individuals. People are multi dimensional.

Bjorn Lomborg: "If the value equation (what you get over what you give) for electric vehicles was sufficient, people would just buy it" If electric cars are so good, why do we need to subsidize?" HE IS OFF A LITTLE BIT IN HIS CRITIQUE

- The Tesla could be a good value but Attitudes of others, Situational Factors, and Determination, get in the way of people buying it.

What is the general model of customer experience? (lecture and pg 61)

From bottom to top:

- **Need Recognition:** Perceive a need
 - Prompt's customers to find a way to satisfy a need
 - can be internal (buying a bagel is part of your routine) or external (university requires you to get a new laptop)
 - EX.) coming to auburn, needing a transportation to get here
- **Information Search:** Commercial (companies sources, websites ect) vs. Personal (your own internal dialogue, your friends/ family), consideration set (a smaller subgroup of the overall options available that you will actually consider)
 - Customers search their memory first to see if they have experience (information) dealing with the specific need.
 - How you choose to satisfy the need will determine the information you search for
 - Information search begins more broadly and then narrows as the customer refines how to satisfy the need.
 - Customers with lots of experience rely more on information in memory
 - **Three sources of external information: Most credible to least:**
 - **Personal sources:** those with whom you have a personal relationship
 - **Third party information:** External information from sources without a personal tie, but also without brand affiliation.

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Roman Wölfel



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