



Welcome to Tutorial Two

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Tutorial Slides Available

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TODAYS TUTORIAL

- 01** **Pair Discussion: Interview Analysis Using CDMP**
- 02** **Group Discussion: CDMP Findings**
- 03** **Group Presentations: Two Minute Presentation**
- 04** **Symbolic vs Functional Attributes, Different Types of Sets**
- 05** **Group Discussion: Symbolic vs Functional Attributes**



Pair Discussion: Interview Analysis

Using CDMP

10–20 minutes

- Problem recognition
 - *What problem did the consumer have?*
- Information search
 - *Where did they look for information?*
- Evaluation of Alternatives
 - *What other alternatives did they consider?*
- Purchase decision
 - *What attributes lead to the purchase?*
- Post-purchase evaluation
 - *How did they feel after the purchase?*



Group Discussion: CDMP Findings

10–20 minutes

- Discuss your findings on each of the five CDMP stages.
 - *Consider what this might suggest to you if you were the marketing manager for this product.*
 - *Do the answers your consumer provided in the interview suggest anything for your marketing strategy?*
- Consider the 4 P's
 - *Product – Problem recognition may suggest that certain features are more important in the product than others.*
 - *Price – Did they note anything with respect to price?*
 - *Place– Where they went to purchase the product and details of the environmental surroundings.*
 - *Promotion – How you could promote the product?*



Group Presentation: Two Minute Presentation *10-20 minutes*

- Focus on one stage of the CDMP, Identify common themes
 - *What happened during that stage?*
 - *Why was that important for the consumer?*
 - *Why is that important for a new brand?*
 - *What was common among all consumers?*
 - *Consider the 4 p's*
- What theories or frameworks back up your ideas?
- **Class Discussion:** Present your groups findings to the class, remember to present to the class rather than the tutor



Preparing for Tutorial 3



Functional vs Symbolic Attributes,

- **Functional** Attributes – Functionality, what it does?
 - *Durability, speed, recyclability, taste for a food product, processing power, affordability, quality of material, fit*
- **Symbolic** Attributes – Perceptions, what it represents
 - *Sophisticated, sporty, fashionable, cool, youthful/young, upperclass (might be attached to group membership or lifestyles).*



Functional vs Symbolic Attributes,

- **Functional Attribute Example: Windows** – "This consumer bought this computer because it is **durable** and **affordable**"
- **Symbolic Attribute Example: Apple** – "This consumer bought this computer because it's **cool** and **trendy**"



Different Types of Sets

Evoked, Inept and Inert Sets

- **Evoked Set** – Products actively being considered
- **Inept Set** – Products that would never be considered
- **Inert Set** – Products consumer is aware of but are not actively considering



Identifying Attributes and Sets

- You will need to complete Tutorial Exercise Sheet 3
- Identify the brands in the evoked set in each interview (4 or more brand/products preferred).
 - BE SPECIFIC (use specific products, models, brands, size)
 - Extra: Identify the inert set as well if possible.
- You need to help your consumer identify 4 different attributes they used to assess each item in the evoked set
 - **TWO** Functional Attributes – What the product does
 - **TWO** Symbolic Attributes – What the product represents

Consumer Questionnaire

- Your consumer needs to fill out this questionnaire
- Your consumer needs to fill 4 of these out **PER** brand in the evoked set (recommmend 16 or more)

*To what degree do the following characteristics describe (insert Brand A, B, C etc)?
Circle the most appropriate number, on a scale of 1-10 where 1=not at all and
10=perfectly describes.*

Attribute: (insert one)

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
<i>not at all</i>									<i>perfectly describes</i>

Consumer Questionnaire

- Then put all the consumers results in here:

Put the results into a table using the following table format:

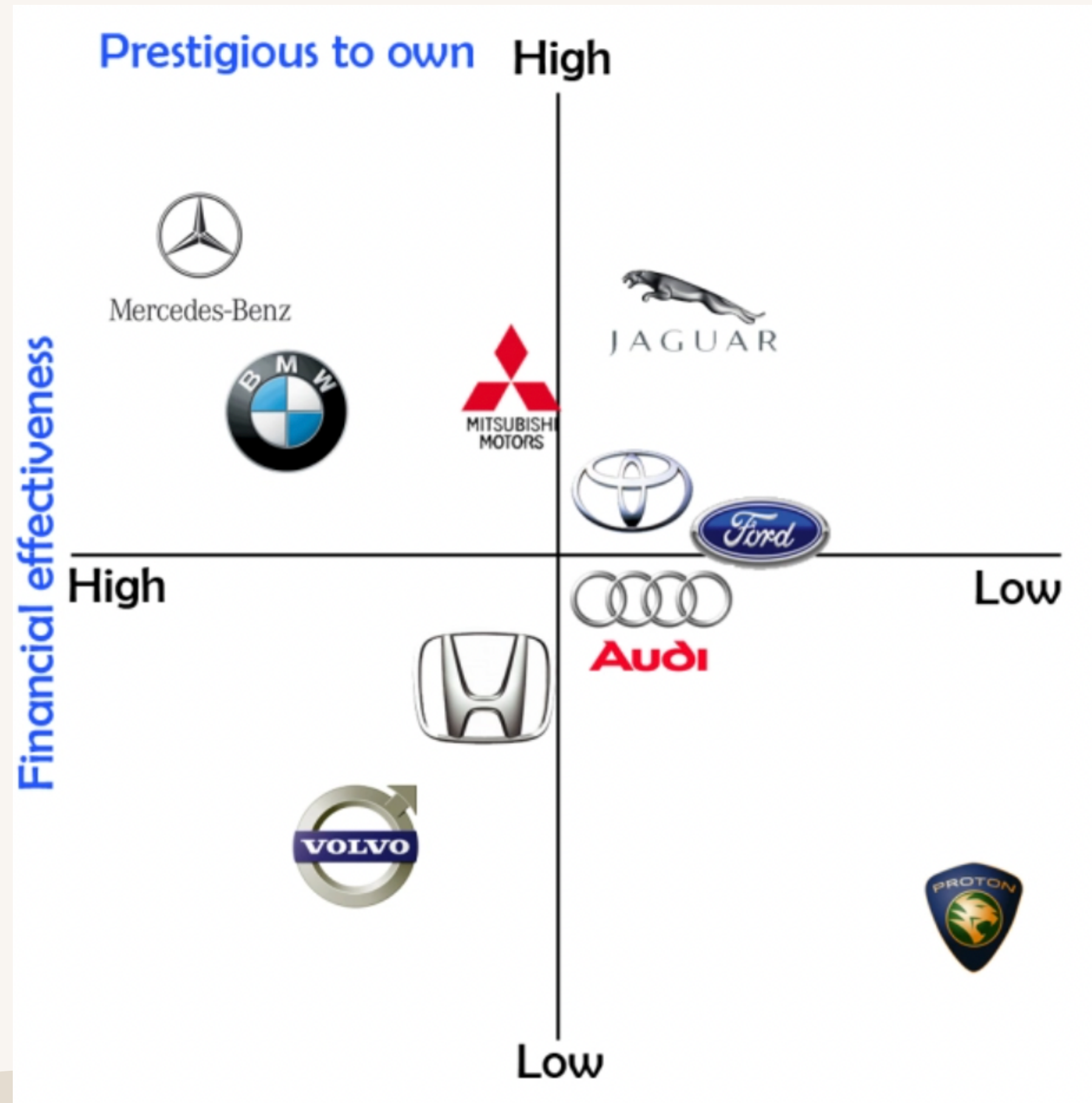
Attribute	Brand A	Brand B	Brand C	Brand D	Brand X	etc
Insert Functional Attribute 1						
Insert Functional Attribute 2						
Insert Symbolic Attribute 1						
Insert Symbolic Attribute 2						



Perceptual Maps

- You will also need to map where each brand/product sits
- Create two Perceptual Maps
 - One for the Functional Attributes
 - One for the Symbolic Attributes
 - Think about what a perceptual map shows you

Perceptual Maps





Thanks for coming! See you next week :)

**Any questions
email: kiriana.welsh-phillips@vuw.ac.nz**

**Slides available on
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