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**Consumer Behavior**

1. Samantha needs a new dress. This weekend she is being honoured as top salesperson at a banquet hosted by her company. She wants to look good to impress her boss and her colleagues. The latest blogs on fashion suggest that dresses for occasions such as this should be knee length, and in a dark colour, so she will look for a dark blue or black dress that comes to her knees. She has shopped at The Bay in the past, but saw an advertisement in the local newspaper for a high fashion dress shop called Dezigns, which she thinks, given the nature of the event, would sell a dress that she would like better (the ad promises “one of a kind” designs, and Samantha really wants to impress them all this weekend). A problem with these designs, however, is that there is very little in Samantha’s size left in the store. One is a little small, another a bit too long. Another problem with a high demand for low supply is that the price is very high, higher than Samantha can really afford. “Besides,” she thinks, “I’m the one getting the award. I don’t need to impress anyone this weekend. I think I’ll just go back to The Bay.”

List and describe briefly, in one or two sentences, four factors that influenced Samantha’s buying decisions. Give specific examples from the case to support each of your selections (8 marks – 2 for each factor and example)

1. You are considering buying a dog
   1. What are the three levels of Maslow’s hierarchy that may influence your decision? Explain, in one or two sentences for each level, how Maslow’s hierarchy could have an impact on your buying decision. (6 marks – 2 for each level and example)
   2. Describe briefly, in a sentence or two for each stage, the buying cycle that you would use to purchase a dog. (6 marks – 1 for each stage)
   3. Other than Maslow’s hierarchy, what are three other factors that would affect your buying decision? Explain how they would have an influence in your purchase of a dog. (9 marks – 1 mark for naming each factor; 2 marks for each explanation)