

Models of consumer behavior

This is John:



John is 29 years old and he works as a sales representative in one of the biggest Telephone Company in Brno, but he is expecting a promotion soon. John really values his time, so he likes to make quick decisions. His average wage is 1000 Eur per month. John lives in a one bedroom apartment with his girlfriend in the city center. John's hobby is sailing and he is planning to buy a yacht next month. John and his girlfriend are usually spending their weekends traveling abroad, enjoying going out to restaurants or just play tennis, golf and visit SPA centers. Another John passion is cars he usually changes his car every 2 year.

John usually buys these brand products:



EMPORIO  ARMANI



BOSS
HUGO BOSS




Hilton
HOTELS & RESORTS

Tasks:

1. After analyzing provided description, as a marketer which consumer behavior model would you choose in order to analyze John behavior?
2. Imagine a situation that your team created a new product/service (juice which you can order online, select the ingredients you want to be included in your juice. Service provider will bring you this product where is the most convenient place for you). According to John's description and behavior, please name what the most important points you will mention to him in order to sell this product.

This is Maya:



Maya is 24 years old and she is a Master student of Law and she is also working in Law firm as assistant. Maya's wage is 600 Eur per month and she is still living with her parents in an apartment. Maya works a lot so she do not have much time for shopping or spending time at supermarkets, she likes to shop online mostly, because this the most convenient way for her. Her main hobby is horse riding, she also enjoys traveling abroad. For now Maya really wants to save money for a new car, because she passed her driving license recently, so she is thinking to take a loan from a bank.

These are the brands, that Maya likes:



ZARA



Aliexpress



Tasks:

1. After analyzing provided description, as a marketer which consumer behavior model would you choose in order to analyze Maya's behavior?
2. Imagine a situation that your team is selling cars. Your car brand just created a new model which is design mostly for woman. Car is not really powerful, but convenient size for parking and driving in a city, because this model is new a price is higher than the average car which is offered in a market. According to Maya's description and behavior, please name what the most important points you will mention to her in order to sell this product.

This is Barbara:



Barbara is 37 years old mom and a school teacher. She and her husband have 8 years old daughter. Barbara's wage is 650 Eur per month. Barbara is hardworking mom, so she is really busy and has lack of time for shopping, but on weekends she likes to relax and spend some time in a shopping mall. Barbara is conscious about healthy style, so she is usually choosing organic and green products. Barbara is saving money for her family vacation, because they haven't been for holidays for 3 years. Barbara is thinking about spending family holiday here in her home town and not spending a lot of money, while her husband and daughter are willing to go abroad.

These are the brands that Barbara really likes:



**Long
live
fashion!**

H&M CONSCIOUS
For a more sustainable fashion future

**WHOLE
FOODS**
MARKET

Tasks:

1. After analyzing provided description, as a marketer which consumer behavior model would you choose in order to analyze Barbara's behavior?
2. Imagine a situation that your team work in tourism department and you just got a new prepared catalog for summer vacations. Your team is responsible for trips abroad and the main destinations are: Spain, Portugal, Italy and Turkey. According to Barbara's description and behavior, please name what the most important points you will mention to her in order to sell this product.