

OTHER INFORMATION

Instructions:

Example of a Well Composed My Personal Customer Profile: The chart for sections discussing buying attitudes did not copy in the example below. Please make sure you use the charts for the buying attitudes in Section 1 and Section 2 for your Unit 4IP.

My Personal Customer Profile.

Section I: Why Do I Buy? My Buying Behaviors and Attitude

Photo

Purchase #1- Starbucks latte- Emotional purchase to feel happiness associated with the experience of the café, and the taste of the coffee.

I associate satisfaction, and happiness with the brand, and purchase when I need a pick me up. I rarely purchase because I need the caffeine.

My purchase analysis allowed me to see that I have brand loyalty to Starbucks coffee, I am a longtime consumer and the experience I receive with each purchase has an emotional appeal. This purchase is only to meet my emotional needs and not any physical ones.

Purchase #2- Treadmill- Another emotional purchase to ease the guilt associated with the lack of exercise that my family is getting.

I feel that I need to do something to improve their health and this purchase helped me feel less guilty. I purchased this product to conform to the cultural expectations of living a healthy life, this attitude is prevailing throughout Southern California where I live.

I also purchased based on the emotional appeal to improving the lives of my loved ones, and to instill healthy habits.

Purchase #3- Toilet paper- Emotional purchase, that was unnecessary however once I saw the bare shelves in my local grocery store, I was reminded of the early days of the pandemic when toilet paper was scarce, I wanted to stock up on extra to prevent running out again.

This purchase allows me to control one aspect of my life when I feel that I am unable to have control over other areas in my life. This purchase fulfills the need to regain some normalcy and focus on something that I can be responsible for. This is an emotional purchase for me and fulfills emotional needs.

Societal influence contributed to my purchase of Starbucks coffee. In the medical field, those around me are seen with their daily cup of Starbucks coffee.

Most go not because of the quality of the coffee, but the experience offered within the café. It has become the leading choice of brands for coffee in my area with many locations throughout the neighborhood.

Due to the strong presence, and saturation of the market the brand is the first choice when wanting a cup of coffee that is not homebrew. Seeing friends, and co-workers sipping their latte through the signature green straw reinforces my decision to purchase.

Group influence affected my decision to purchase toilet paper. I saw that many people were stocking up on toilet paper which led me to trust the buying decisions of this reference group.

I had considered they knew that something was happening to the supply chain, or that there would be a shortage of the product. As a result, when those around me panic bought supplies, I felt that I too had to if only to ensure that I was not left without resources in the end.

Cultural influence affected my decision to purchase a treadmill. I live in Southern California where health and fitness are an integral part of the culture.

At work diet and exercise are encouraged heavily by co-workers and management alike. Throughout the pandemic physical activity has declined dramatically causing many conversations among friends about how we could continue living healthy lifestyles without access to gyms.

I had also worried about my family and their acts of exercise, so I decided that I needed to purchase the treadmill.

My Buying Attitude

Why I Buy

Utilitarian: Individuals with this attitude buy based on the amount of pain or pleasure that it brings.

This consumer behavior most closely defines my buying style. I am primarily an impulse shopper for day-to-day purchases, these types of buying behaviors are closely related to the amount of happiness I will have as a result of that impulse buy. My purchase of Starbucks is an example of my utilitarian attitude, as it was purchased based on the amount of pleasure it brought me.

Value-Expressive: Individuals with this attitude buy based on how the product affects their social identity.

Value expressive purchases are my second most common type of purchase. My social identity lies within my role in my family, as a mother and daughter I tend to focus on the needs of others when making buying decisions. An example of purchases that fall into this category would be clothing purchases for my children, buying braces for my kids, and even my groceries. These purchases are made because of social identity.

Ego-Defensive: Individuals with this attitude believe that a certain product or service may compromise their self-image.

I do not frequently have an ego-defensive buying attitude toward consumer behavior, however there are purchases that I have made in the past that fall into this category for me. One example is my purchase of a treadmill, this product helped me with my self-image of health oriented individual. I try not to make purchases based on what I think my image is, but instead, I focus on the pain or pleasure that purchases bring me.

Knowledge: Individuals with this attitude examine facts and real-world situations when buying a product.

I sometimes fall into this category of consumer behavior thought it is not my primary buying style. I utilize the knowledge buying attitude primarily when making large purchases that require the spending of a lot of money. These purchases I feel like require much more thought because of the loss associated with each purchase. In these situations, I need a large amount of education on product, and bit of knowledge prior to making a purchase.

Section 2: What Speaks to Me? My Communication Style

My Buying Attitude

Ad Message Appeal: Why the Message Spoke to Me

Utilitarian: Individuals with this attitude buy based on the amount of pain or pleasure that it brings.

I tend to be a utilitarian consumer, the majority of my purchases are made simply based on the pleasure that I will receive from each product purchased. The advertisement for Corona Beer speaks to this consumer behavior because it depicts lights on a tree at Christmas, which always makes me smile. The product itself is one that is purchased solely to make the consumer feel good, as it is a purchase for alcohol. Alcohol has no benefit other than a personal, or emotional appeal to the consumer. I know that this purchase will bring me pleasure, especially during the holidays.

Value-Expressive: Individuals with this attitude buy based on how the product affects their social identity.

I try not to make purchases based on how the product helps me with my social identity. I like to think that I have a strong sense of self, and do not rely on products to me with my social identity. I did find one as that spoke to me on a value-expressive marketing level. The following ad

spoke to me because my social identity lies in my role as a mom, encouraging a healthy lifestyle. This ad asks the consumer to question their motivation for getting healthy. The ad made me immediately think of my children, solidifying my identity as caregiver in this social group.

Ego-Defensive: Individuals with this attitude believe that a certain product or service may compromise their self-image.

I utilize the ego-defensive attitude to avoid products that do not align with my personal branding or my values. As a conservative Christian woman, I won't buy a product with profanity, sexual images, or with images depicting drugs. Examples include products with inappropriate marketing, or that support something that goes against my personal values. The ad below depicts a cigarette ad, a product that I won't purchase because it would compromise my image of conservative, health-conscious mother.

Knowledge: Individuals with this attitude examine facts and real-world situations when buying a product.

When a marketing team educates me on their product, or their impact on my life I can then justify my purchase. In the following video GE educated the consumer on their technology while also bringing the ad back to how their product, energy, affects people daily. This ad spoke to me because it reframed my thoughts on the brand, it allowed me to see how I and others are affected by GE, and why their product is important. This ad utilized knowledge appeal coupled with emotional appeal, making it an excellent ad, and it made me want to purchase from GE.

<https://www.adforum.com/creative-work/ad/player/34562373/what-matters/ge>

Section 3: What Can I Buy? My Demographic and Psychographic Profile

Your demographic statistics:

Age -35

Gender - Female

Income - \$88,000 personal, \$115,000 household income

Marital status - Married

Education- Associate degree, currently enrolled in bachelor's degree program

Your psychographic factors:

Lifestyle interests - reading, cooking, healthy living

Habits - Coffee, wine

Hobbies - crafting, kayaking, makeup

My current social class is the middle class. I am an ambitious person in general and seek out products that will help me to get ahead in business or save money so that I can advance my lifestyle. As a result, a large portion of my purchases is to improve productivity, decrease waste, and either save or make money.

I am an overachiever and the perfect enneagram 3 personality type. I like to be in control of situations, I am highly organized, and always seeking to advance my career. I spend money on calendars, planners, and tech devices that will allow me to reach my goals.

Being in the middle class often causes me to look at my neighbor's home and decide if I need to keep up with the Jones'. My children also being middle-class children want to make purchases on their behalf so that they may keep up with kids in the neighborhood. Purchases related to my social class include home improvement projects, cell phones, cars, and clothing. I live a healthy, and active lifestyle that affects my consumer behavior by making me purchase things such as fitness equipment, workout clothing, healthy foods, and devices to prepare meals in healthy ways.

My cultural background is that I am half Mexican (Spanish living in Mexico), and half German living in Southern California. Being of mixed racists causes me to purchase products that I grew up with. I frequently shop in Latin grocery stores to purchase products that I grew up with

such as Spanish soaps, Mexican snack foods, tortilla presses, and even handmade fashion products from Spain. My mother is of German and French descent, having grown up in the South so she culturally influenced by buying behaviors in a number of ways. My mother influenced me to purchase products such as makeup as she taught me to apply it before leaving the house. She gave me a love of cookbooks, and aprons, 2 products that I have plenty of but will buy more. She also gave me a love for all things monogrammed as in the South this it is the social norm for a woman to monogram everything. Her heritage leads me to purchase German beers, French candy, and wine as well.

Though I currently would be classified as middle class, my childhood was spent in a poor household. My mother was single and struggled to make ends meet. As a result, I have difficulty making large purchases and consider fixing broken products rather than replacing the product.

I am a nurse, and so my office has many employees that are in a higher social class than I am. As a result, I frequently find myself envious of their new products, and cars, and will sometimes try to justify making a similar purchase for myself. It also motivates me to further my career to catch up to the social class where I have more disposable income.

Section 4: My Likes and Product Preferences

Analysis of brands

Car- My purchase of cars are primarily the result of my childhood and the effect on my consumer behavior. I buy reliable cars, with low or no payments because I want to ensure that my large purchase is a valuable one that won't leave me in debt. Growing up poor taught me to repair cars rather than a trade-in, so I pick cars that can be repaired easily or for less money. My car is a Honda C-RV, a brand, and model known for being a reliable car, that can withstand many miles, that is also cost-effective to repair.

Education- My education expenses, and decided to spend money to further my education are the result of my personality type, my ambition, and the desire to further my social class. Products related to this category include my Apple Mac Air used for schoolwork and education videos. The cost of the education at Colorado Technical University also contributes to this category.

Technology- My social class and my role in my social group cause me to make technological purchases. One brand that I am loyal to is the Ring brand of doorbell and security cameras. These purchases are to protect my home, keep up with the Jones' and also protect my family.

House - Purchases for my home are largely attributed to my social class. I want to keep up the appearance of my home, and so I rely on Scott's brand of products to keep my garden and curb appeal in top shape.

Food and beverage - Most of my food and beverage purchases are the result of my lifestyle or my culture. Lifestyle brands include La Croix, a product that I have in every flavor. I and my children enjoy sparkling water as a healthy alternative to soda. Food brands that I purchase as a result of cultural background include Bimbo bread, Tajin chile season, and Sobrita's chips. I grew up eating these foods and will purchase these products for the nostalgia factor.

News- My consumption of news is minimal. I choose to consume news only from the 1440 daily digest. This news brand is an unbiased presentation of the news that I rely on. It appeals to me because as a conservative woman I used to rely on Fox News, however, I have many disagreements on how they present the facts, and the approach they take to social justice issues. I sought out a company that truly presented fact-based news only.

Section 5: My Blog Response

The blog that I have chosen to respond to is the blog titled Chocolate Covered Katie, a blog I have followed since it began. This blog is

written with the intent of remaking desserts into healthy vegan versions of the recipes, many of the ones I have tried from this website were actually very tasty. This blog appeals to my value expressive buying personality. I identify as a health-conscious individual and this blog creates a product- a cookbook, and online recipe database that supports that identity.

My blog response simply thanked the creator for her product, I then indicated how I use her product in my personal life. I explained that I make the recipes for my children. This feedback is important to marketers because it could lead her to create a more kid-friendly recipe if she sees that many of her consumers are responding in a similar manner.

<https://chocolatecoveredkatie.com/dark-chocolate-banana-bread/#respond>
This class has led me to gain a deeper understanding of my consumer behavior, as a result, I will approach buying products in a different way in the future. This insight will allow me to stop and think about why I am making a purchase and could prevent me from impulse buys that are useless. I will also utilize the ego-defensive attitude to second guess purchases that might not align with my core values, leading me to further investigate the brands that I support.

References

Katz, D. (1937). Attitude measurement as a method in social psychology. *Social Forces*, 15, 479-482. The Mead Project.
http://www.brocku.ca/MeadProject/Katz/Katz_1937.html
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