

Assignment

Student Name:

Institutional Affiliation:

Date:

- 1. Locate 10 shopping blogs written by consumers who had negative shopping experiences (5 written by women/5 written by men). What was the source of stress? What negative emotions did they experience? Any evidence of coping behavior? Please use copy & paste to include a copy of the blogs.**

<https://www.trustradius.com/products/epicor-prophet-21/reviews>

Michael Gonzalez is saddened that ERP (Enterprise Resource Planning) Software by the brand name Epicor Prophet 21 that he purchased keeps on crashing. The coping mechanism that he has embraced is that he believes that the program would be good in the event such issues were resolved.

The effective functioning of our job is really dependant on our computer and information systems. Particularly, we rely heavily on our product administration and ERP systems accustomed to make sales and products and oversee our supply chain. Additionally, we have e-commerce and other Internet sites in the USA and the number of different countries. Given the quality of our job and the substantial amount of transactions that we employ in on a yearly basis, it is imperative that we keep the continuous functioning of our computer hardware and software systems. Despite our preventive efforts, our organizations are weak on occasion to cost or delay from, among different things, useless upgrades or assistance from 3rd party sellers, difficulties in replacing or integrating new systems, security breaches, Machine viruses, and forced outages. Any such issues or disruptions would result in inaccurate data being provided to administration, ineffective arrangement and replenishment of products, failure of orders, the incurrence of substantial expenditures, disturbance of our operations, and other adverse impacts to our business.

<https://www.trustradius.com/reviews/quickbooks-online-2020-01-29-13-44-30>

Don Fowler is upset that QuickBooks Online is not only expensive but also overpriced. Besides, QuickBooks Online does not allow users to export data to QuickBooks Desktop versions. Copying to this by having his firm has to start all over with another program.

Is QuickBooks desktop better than online is a really personal subject? Screen users have Desktop is more significant, and online users need online is best. As a summary, if you go to find customers frequently, select QuickBooks Online. However, if you get into the office every time and you do not want 24/7 right, QuickBooks Desktop is perfect. Now that you learn everything you want to about the QuickBooks Desktop line of products, it's minute to take this version that's good for you. If the job earns not as much as \$ 1 million annually and has fewer than 20 employees, so start with QuickBooks professional or Premier. If the job makes more than \$ 1 million annually and has more than 20 employees, so start with QuickBooks initiative.

Before we go any further, it is crucial to notice that QuickBooks provides three other business solutions: QuickBooks Online, QuickBooks professional, and QuickBooks Macintosh. Unfortunately, while QuickBooks Mac is a good business choice, it does not immediately integrate with any POS code. While you might import data manually in order to apply the version of QuickBooks, I would not recommend it (particularly regarding QuickBooks Mac has inadequate import/export capabilities).

<https://www.trustradius.com/products/ceridian-dayforce-hcm/reviews?qs=likelihood-to-recommend&sr=1>

Steve Lensing experienced what he terms as over-promised and under-delivered user experience with the Ceridian Dayforce HCM (the HR management software). They have even dumped it down.

HCM has happened to be almost synonymous with the human resources (HR) use at organizations. In the HR field, these extensive code systems for managing HR operations differ little from HCM suites. For instance, the purposes of most human resource information organizations (HRIS) are much the same as HCM organizations. However, some commentators have HCM in the narrow sense to designate only the labour-scheduling and time-tracking purposes of HR. Analytics is normally an important component in strategic human capital management, which attempts to align HCM with the business prosperity of the organization more closely. Sometimes these analytics tools are localized to a specific HCM procedure. For instance, force analytics will help optimize decisions made in the workforce design module, while social media and collaboration tools will facilitate the regular response and communication needed for sustained performance management.

<https://www.trustpilot.com/review/the-online-shopping-company.co.uk>

Karen Planter is not happy about a purchase she made from Final Prime. She asserts that Final Prime delivers poor quality products.

<https://www.tripadvisor.com/ShowUserReviews-g642168-d1382106-r25715234->

[Ellados_Eikones-Alimos_Attica.html](https://www.tripadvisor.com/ShowUserReviews-g642168-d1382106-r25715234-Ellados_Eikones-Alimos_Attica.html)

Sunofthecorn Kallithea laments of having a bad experience at Ellados Eikones restaurant. Believes that he should have better gone to another restaurant.

While food is the character of the building, it's the air or surroundings that keep the consumer returning. Eating in the restaurant should not only be about the meal itself, but also about this

experience. How many times have you gotten to the restaurant and loved the meal, but never returned because this delivery was subpar or that music was too loud? Get the culinary school training and make people coming back to the building.

If fast-food restaurants move things worse into this matter to do it experience better, there is no way for us to learn it. We can't prevent fast foods. Fast food restaurants have this obligation if the person who ate the food gets wrong. For instance, if the person had the disease, they have to make the money for the person getting to the hospital

<https://www.yelp.com/biz/izzys-san-francisco-san-francisco?hrid=GgDsDG9URTdXfNoRFQzDqQ>

Rachel F. left a negative review about Izzy's San Francisco because she was served by a rude waiter.

<https://www.influenster.com/reviews/covergirl-advanced-radiance-age-defying-liquid-makeup-27>

Gabrielle D did not like the Covergirl + Olay foundation as she found it too thick. She confesses that she will never purchase it again unless the product is improved by making it lighter, thus easier to apply.

<https://www.g2.com/products/oracle-peoplesoft/reviews#survey-response-2073496>

Klorissa K is not amused about the manner in which Oracle PeopleSoft operates in compiling finances, as well as, expense reports. She considers it as the slowest solution to the problem it is intended to resolve. She has coped by learning how to utilize to have the job done. As much happens in the software sector, the success of PeopleSoft drew the attention of the larger rival, in the case of Oracle. Beginning in 2003, Oracle undertook the hostile takeover of

PeopleSoft for some \$ 13 million, but this effort was rejected. This U.S. Department of administration stepped in and claimed that if Oracle developed PeopleSoft, it might result to the market.

However, the assertion was abandoned by the U.S. Government judge. Tell the history of PeopleSoft shows that hostile takeovers represent the common cultural phenomenon in the software sector. Some of these takeovers exist because this technology is important and performing well. Some hostile takeovers are made to eradicate competitors and kill competing technologies from the industry. Oracle has continued to improve and sustain some PeopleSoft applications.

<https://www.manta.com/manta-reviews>

Michelle M gives the manta website a minus zero-rating for giving her false information. She is even sadder that the site has never corrected the false information.

In which this idea is inaccurate but in the same concept as the proper data. Mistaken opinions are often expressible in a single document or thought. As much, thought revision should be as easy as explaining to this student that their opinion is incorrect, and outlining reason it is untrue, before handing them the proper information in an intelligible and plausible way, Much in the single document itself.

<https://www.trustpilot.com/review/choicestore.com?languages=en&stars=1&stars=2>

Ajay Sharma is disappointed that he purchased an item from choicestore.com and never received it. To make matters worse, they never responded to his emails, and they have no contact telephone number. He resolved never to make any purchase from them.

When clients meet you because they have not had the result they've bought, send them the kind of email soon after they've notified you. The consumer may be confused or frustrated about not

having their purchase, and that is the chance to show them you would do everything you can to confirm they get it quickly. In most cases, it's appropriate to apologize for this discomfort and then suggest the solution to this question. Dependent on this particular, it may be more comfortable and more cost-efficient to deliver a replacement. In other instances, it may be more suitable to research, cover the position of the product, and then give the appropriate answer.

- 2. Interview two shoppers about a recent experience in which each purchased items totaling over \$200. Have them describe the shopping experience in detail. Keep track of the number of feelings that they mention. What emotions did they mention? Do you believe emotions played a role in the shopping value they received from the experience? Explain.**

Upon interviewing two shoppers that had recently purchased items that totalled more than \$ 200, I established that both of the shoppers experienced various emotions in the course of their shopping experience. Then basically, the changes I find to represent the noticeable unity of target-oriented shoppers and content-oriented shoppers. Shoppers who have a particular purchase purpose in mind are time aware and seek assistance directly, and at the lowest possible cost—shoppers who represent experience-oriented insight sales assistants annoying and officious. And I believe the internet and online shopping is leading to the polarization process. One of the most notable emotions that were experienced by the two shoppers was decision anxiety.

The shoppers confessed that they got overwhelmed while they were in the process of doing their shopping. This is because they experienced the impacts of choice overload and had to take their time to put their options into consideration. Within the decision anxiety state, the shoppers were aware that they had to make a choice, even though they were not in the position of capturing, as well as assessing the available options to a certain level such that they felt confident enough to make a well-informed decision. It is as a result of the decision anxiety that the shoppers made decisions over-hastily resulting in shopping for goods that exceeded a total of \$200, which was actually against their projected budget. It's so many people shopping online regularly, or searching for products to get online, shoppers find themselves at the state of

uncertainty. Not only do they have to spend time researching, but one research demonstrates that shoppers seem overwhelmed by the amount of choices they experience when shopping. In half of those on-line shoppers (46 %) have failed to accomplish the purchase online because there were too many choices to choose from. Online businesses take this opportunity and the obligation to smoothen the consumer decision-making process. This will be done by streamlining digital transaction experiences that allow these clients for the knowledge that they're searching for to enable quicker decision making. Brands will do that through the multi-step commerce journey. For example, jobs will reach out to their clients through e-mail, by giving them info on the latest offerings, or interact with them through social media channels. Helping the clients will help them see what they're searching for and change their digital commerce journey.

Online shoppers represent finickily. Those who aren't known clients -- who haven't even found the convenience of two-day transfer or simple returns -- tend to be skittish within this whole shopping experience. The well-planned, safe shopping cart should make the checkout process easy, clean, and adaptable for the customer. Jupiter Research found that 54% of internet shoppers have stopped purchasing from specific online shops in the midst of a transaction because they have fears about maintenance, transportation, business, or handling. Different estimates represent as up as 60 to 90% abandonment of shopping carts on some e-commerce websites.

It's important to say that there shoppers' cases are not stable. A single shopper will get from an Indecisive customer to an Emotional customer and so Brand-Driven shoppers if they are having what they want. The Brand-Driven customer will also turn into more of reluctant shoppers if they start to have the feeling of their purchases lack value. You'll wish not to keep an

eye on social networks so that you realize what this common consensus of your brand and product is.

We know that shoppers are increasingly using mobile devices to make online purchases when they exist at the personal shop. We also learn that consumers are using this system to confirm purchases. So, if the shoppers are looking around the merchandise on Amazon and need to discover more, where is the first place they are going to see? The company's site doesn't want to be a complete ecommerce retail operation. This might not be the purpose of day one. Before anything else, the site wants to be a source of brand proof. It is where you get your brand story, grow on product features, and provide the contact info.

You have to get the best out of these two things online shoppers will do – think and understand. Even as some shoppers see multiple brick and mortar shops before buying the item on the Internet, online shoppers want to get quick access to high-quality pictures and entire product data so they can assess the item properly. Additionally, use this concept of social proof to the advantage because consumers are also inclined to outside influences, e.g., different customers' judgments when it comes to decision-making.

To determine this time, the lapse between the regular purchase decisions ending an impulse purchase decision point is not simple. There are two ways for this, one the scientist may employ people who determine each particular time taken or ask the shoppers to decide on their own buying experience. But this may have the difficulty of justifying the validity and reliability of this experiment.

Understanding the measures that take shoppers to make the purchase is important to unraveling the competitive dynamics of the class. Leveraging our content with consumer choice

information, we will create a purchase decision hierarchy that highlights these attributes most valuable to shoppers when they are shopping for the class. Our outputs encourage you to see how to rationalize variety by distinguishing properties that exist more ‘ substitutable ’ to purchasers and, Thus, products that are less expected to take a negative impact on customers if they disappeared.

In addition, from the interview, it was also established that the shoppers’ purchase decisions were greatly affected by needs validation. Typically, it has been established that needs validation to make shoppers to be driven by the urge to have their choices validated (Consoli, 2009). It is upon getting such a validation that a shopper decides to purchase a certain product brand. Similarly to other shoppers, the interviewed shoppers were not only doubtful but also hindered by the fear of making the wrong decision; therefore, they struggled in making up their minds about which product brand they have to purchase. It is within that state that they had to put into consideration the opinions of other people, a factor that can be blamed for buying a more expensive brand than they would have done in the event they would not have sought other people’s advice.

Reference

Consoli, D. (2009). Emotions that influence purchase decisions and their electronic processing. *Annales Universitatis Apulensis Series Oeconomica*, 11(2), 996-1008.

- 3. Think of a recent purchase that you believe included a significant amount of risk for you. What type(s) of risk was involved? How did you attempt to minimize risk? (If you did not attempt to minimize your risk, explain your thinking.)**

The daily carrying out of the businesses entail a lot of transactions that make the running and completion of the transactions quite hectic and risky. The most recent purchase was the buying of an already used car for the sake of the running of the errands in the day to day activities. The process of the procurement of the car entailed a lot of procurement risks like fraud, cost, quality, and delivery risk. The purchase had to mitigate the whole risky processes for it to be counted as a success.

Vehicles are costly. Current cars, particularly, require a lot of money. While you may want a vehicle to make yourself to work and to get the errands that comprise daily time, giving interest on the car purchase is just a waste of money. By the time you get the car deal, this transport is already worth not as much as it was when you purchased it. Put the mind away and give payment for the used car, if you can afford to do so. If you can't, bring out the debt to get the least expensive reliable transport you will get and give it off as quickly as you can. Purchasers who insist on surviving beyond their norms and financing the new car should search for the debt with little to no interest on it. While you'll even be spending a huge sum of money for something that finally depreciates until it is pointless, at least you won't take giving share on it.

Negotiating the right terms for the used car brings finesse. One of the biggest examples from the car purchase guide is you need to think that buying a car is a job transaction, which

means emotions need to be held under control. Though you may have fallen crazy about the car, you'll need to discuss using facts, not beliefs (Tawney, 2017).

To make a commitment to procurement integrity and create an efficient fraud reduction initiative, the procurement crime and abuse risk assessment must be a part of the on-going process of identifying the organization's specific level of risk to procurement crime and misuse. This kind of risk assessment should be conducted periodically and used to be the foundation for determining how to accomplish these known hazards.

One proactive approach the procurement car business will make is to do a risk assessment within its structure and its operations to determine areas of interest, weakness, or higher risk in procurement. Conducting the hazard analysis enables action to be taken to change deficiencies and to prevent higher issues in the future. One way to analyze risk is to create and use the list to determine how well the procurement authority complies with the law and moral standards. Checklists will be useful to prevent and detect dishonesty and crime by leading procurement personnel throughout the process more transparently and efficiently while helping to observe and report irregularities.

The fraud risk was applicable because the purchase was to be made online, and in a real sense, I had not seen the car itself in person. The features of the car and the image of the car were posted on social media, and I decided to call the number that was tagged to the photos to consult on the car that I needed. The fear was that the photos could be a lie, and if the owner recommended for me to send the money and then the car will be delivered a big fraud that I was not ready to take. I decided to ensure that I made the transaction occur on a face to face transaction as we exchanged cash for the car.

The organization may decide to get this risk. In this case, it purchases protection against the danger. For instance, you get the risk of going into a car accident. It is rather unlikely that you would be in the car accident, but if it were to occur, you need to confirm that the insurance corporation will move at and pay for all the damages. Likewise, the organization may decide to buy insurance against data theft or harm from the tornado. Sharing and mitigation will be made simultaneously.

Having the automobile inspected by the individual mechanic is an important step in the car-buying operation. You may have to spend on the prices needed, but that currency is usually well worth it. This mechanic will make you peace of thought that there are not any apparent matters with this automobile and make a note of any issues that need to be taken care of before you finalize the sale. Being prepared for the negotiation of the car's cost is important and then do not leave the resources that will help you make a better deal. And the process of negotiating would make times, and then be prepared for this, too. You'll be happy you were made on all fronts when negotiating the car's value so that you will go out happy and assured that you had a great deal.

The other feared risk was the quality risk as if the transaction was to be completed online as I awaited the delivery of the car, the quality of the car will not be to the need that I wanted to satisfy. The images could have been edited to please the eyes of the buyer and not the exact product that I wanted to buy. The risk was countered by hiring a mechanic who was to help me confirm of the qualities of the car is that the mechanics usually are experts of cars, the mechanic was also to ensure that then car had not a mechanical breakdown that could have resulted to the selling of the vehicle.

References

Tawney, R. H. (2017). *Religion and the Rise of Capitalism*. Routledge.

- 4. Ask a friend to describe a recent unsatisfactory experience that he or she had with a company. What emotions did he or she feel? How did he or she deal with the situation?**

Many companies try to meet the different needs of the customers to survive and satisfy the demands that the customer needs. The big question behind the operation of the different companies is that do the companies meet the satisfaction point of the customer? A friend of mine once purchased a water pumping machine from a certain new company, which from the regular adverts portrays a warranty backs their products as durable, customer satisfying, and any purchase. The friend wanted to buy the pump so that he can water his fields and animals, being that he practices farming during the dry period as the source of water and the farm were quite a distance.

In the current digital era, companies need to adapt their business models to reflect the change that works. Consumer needs are increasing daily. To fulfil those needs, companies want to provide an exceptional customer experience. Putting effort into creating a higher education can create more customers, more sales, and promote loyalty. Businesses want to find this value in concentrating on the digital consumer experience when it comes to accomplishing their business goals, significantly reducing prices, and producing more satisfied customers.

Once the corporation has found out what its customer's measure, it encounters the second big question: How do you connect consumer experience to functional improvements? Most organizations manage processes, make performance, and evaluate customer satisfaction along functional lines. However, the best way to confront consumer experience is to take it from the consumer's viewpoint along the journey that cuts across functions and communications. This is

because customers often have multiple channels to interact with their service provider and require multiple interactions to accomplish the transaction.

Customers buy the product or service to satisfy their needs. Unfortunately, sometimes the company cannot communicate how to use this product to satisfy these demands. As such, these corporations need to prioritize individual experience to confirm these requirements are met with quality and simplicity. After all, if the product is difficult to take, it is a considerable challenge to acquire the consumer's confidence. Thus, a carefully thought after-care strategy is crucial to meeting consumer requirements. With useful walkthroughs, tips, and clear messages, businesses will ensure they foster customer satisfaction and commitment.

By focusing on consumer needs, companies can find improved customer relations, too, as more consumer satisfaction. Shoppers take it internal or external are a large portion of organization success, and their satisfaction means continuing business to the organization. Satisfaction to employees can be higher because they expect that the organization can be satisfying in the long term; they worry about the quality of their job (Zakim, 2018).

On purchasing the pump and the generator, it took him approximately less than two months before the pump developed a mechanical problem, and the problem was to be catered for by the warranty. Ongoing back to the producer, the company ignored him, and he was not assisted in getting the pump working again. Now the many crops in the firm are drying up, and the process of regular transportation of water to the firm is becoming costly compared to the usage of the pump. The friend is currently stressed and very dissatisfied with the product he purchased, and he feels the pinch of the money he wasted on buying the pump with the many lies of durability from the producing company. The friend has now opted to buy a different pump

from a very different company that has been in the market for long to avoid the same experience though the cost is quite expensive compared to the price of the new company that the first purchase was made.

References

Zakim, M. (2018). *Accounting for Capitalism: The World the Clerk Made*. University of Chicago Press.

5. List 8 fast food restaurants. Consider what a typical lunch would be like at each place. Use their websites if you need to review the menu. Rank them from least to most expensive. Then, using the same 8 restaurants, rank them from the least to the healthiest. Form “dimensions” with these rankings and then create a perceptual map illustrating the fast-food market formed by these 8 restaurants.

RANK	RESTAURANT NAME	TYPICAL LUNCH	COST	HEALTHINESS
1	McDonald's	Double cheeseburger and soft drinks	\$8	Offers a balanced diet choice and also healthy menus such as fruits and maples oatmeal, yoghurt, etc
2	Starbucks	Snack wrap and soft drinks, coffee is also common	\$5	Offers a mix of healthy drinks such as Tango coffee and also mango smoothie
3	Subway	Sandwiches	\$4	Offers a variety of low calories

				meals that can lead to weight loss in individuals if observed well
4	Taco Bell	Global	\$3.99	Too many fats can lead to an increase in calorie intake in a day
5	Chick fil A	Chicken with chips	\$3	Can contribute to a person increasing their weight
6	Wendy's	Burger and drinks	\$3.99	Has begun introducing healthy varieties in its diet.
7	Burger King	Burger and chips	\$3.99	Although the menu contains some variety of

				balanced meals, its not healthy
8	Dominos	Speciality chicken with chips	\$4	Least healthy. No balanced diet offered in this restaurant

On these rankings, it is clear that McDonald's has continued to position itself as one of the biggest fast food restaurants offering the healthiest foods on their menu. It is for this reason that the restaurant has begun creating customized options that provide the customers with healthy menus and delicacies for everyone to enjoy. The restaurant has also created healthy conscious consumers who can enjoy different types of meals at any given time. This has allowed many individuals to continue taking meals at the restaurant with the highest level of standards and also expectations.

McDonald's is not a good fast food restaurant. Sure there are some good items on the list, but it not it's not the food restaurant. Remembering the episode that took place in business one night was an unsatisfied consumer who was with these price lists, neither the calories that was listed on the list. The client was not the usual jolly or simple customer, but she was unusual. This client invited herself into McDonald's as any clients to would who searching for fast food to take, "No quick matter" What do you consider the instant matter? How do they help you? But to help the desire? What is still on the matter? Fast-food represents the abomination of these people. They are by no means great for human demands because they have fat, the lack of food

preparation, take unknown components, and these environmental risks are all causes that fast food restaurants are unhealthy. Some people tend to turn into lazy and do not need to make and instead.

There exist some significant similarities between quick food restaurants and home-cooked meals. The first apparent similarity is that both of them are meals you will spend with the home. For instance, you will get food at the house and make it to the park, or you will get food from any restaurant as you want and make it with you to the park to eat. Another great similarity is that both of them equal yummy food, so that you may love to take anywhere and anytime. However, another similarity is that both of them will determine it by the selection. For instance, in a restaurant, you will tell the vendor you do not be McDonald's with your meals, and also in the house, you will do the same thing.

Fast food restaurants provide a large assortment of food. The particular customer will decide what they need. This makes it possible for other members of the house to experience several meals in one meeting as opposed to cooking at home. Fast-food chains have also increased the diversity of nutrients guaranteeing that they provide for various palates. Fast food restaurants change their meals, ensuring that customers get a large assortment to choose from. If that was to be done in the everyday family environment, it would be too costly and time-consuming.

References

Johansen, L.T (2012). *Fast food vindication: The story you haven't been told*. Los Angeles, CA: J. Murray Press.

6. Pick a product and determine an advertising message for consumers. Develop a tag line and a magazine ad (without the aid of a computer) by using creativity and not artistry.

What can you build into your advertisements that will boost the chances that target audience members will “take in” the ad and send it along to short-term memory for processing? Are there elements in the ad that can be used to facilitate later retrieval of your message? Most of your “potential” customers will purchase this new product at their supermarket or drug store. What additional things can you do at the point of purchase that will help consumers retrieve the advertising message information from long-term memory?

The product to be promoted is Chicken Sandwiches, a new product from Dominos. The tag line for this product is “Dominos Chicken Sandwiches are the best healthier option in the market.” The most important take in for the product is that the chicken is sandwiched between a burger and also contains some vegetables to accompany the delicacy. The most important thing that viewers can take on the product is that it is a balanced diet that should always be considered by individuals purchasing fast food products. Potential customers should always understand that Dominos has made a new healthy product. The most important factor that they should care for is that the product is perfectly healthy for the consumers and individuals who want to purchase it.

In the last few years, Domino’s gets brought chicken wings, noodle dishes, and “oven-baked sandwiches” to its conventional “hand-tossed” dish. “Owning a sandwich or pasta means that today we may take the order that we could have missed earlier,” Doyle said. Domino’s also is a single general musician with a gluten-free pizza offer. Then a handful of company- and franchise-owned stores today have been constructed with the somewhat larger area that opens up the creation process to see my customers, makes them the screen to monitor the progress of their

specific order, Offers them a large chalkboard where they can notice and, in some cases, includes the large-screen television to see while they look, as well as special seats.

Domino's Pizza has taken the store follower strategy. This result placement of Domino's is transfer at 30mins or less Pizza to every customer. In much product commitment, Domino's ability to implant the top of thought in the consumer's minds. This merchandise mix has developed to include dishes, salads, sandwiches, chicken wings, and specialty sweets. Whereas, Pizza shack has constantly been `` Single brand position " named `` Pizzas ". Pizza Hut also starts with dual product strategy as Pizza Hut not just sells pizzas; they also sell with a variety of different goods, e.g., appetizers, drinks, chicken wings.

The restaurant has focused on fried-chicken-on-bone products under the family Original formula and extended that offerings with additional items include chicken sandwiches and chicken wings, also as, cookies, mashed potatoes, corn, potato wedges, and desserts. This Original line-grilled chicken with lesser calories, fat, and taste than the Original Recipe- was established in 2009. It was named `` one of the biggest current goods rollouts in the history of this corporation " by that KFC chairman Roger Eaton. Being tested in some areas included the UK; the new position has been well received as a healthier choice, which holds better in taste.

Chicken Sandwiches has cooperated with the three Ps of marketing. These are product, place, promotion, and price. In terms of the product factors, the product is healthy and provides a better option for consumers who are focused on keeping their health fit. In terms of promotion, the product is being advertised through social media marketing and also through social loop communication. This ensures that an increased number of individuals have received information and news about this new product. In terms of price, the product is the cheapest in the market as

compared to other products that have been placed in the market. This will make the consumers desire the product more and ensure that it is marketable to a wide variety of consumers in the market (Sheridan, 2017).

Most marketing programs include in the least the four Ps of Commerce: Product, cost, place, and promotion. This consumer pathway fits into the area and promotion elements. `` Home " points where the delivery comes on the enterprise value chain, e.g., whether you sell to businesses or consumers. `` Publicity " refers to how you are in touch with the client, e.g., billboard ads and cold line. Cross the consumer's way from beginning to finish. This is the most crucial thing because you find how the consumer will be derailed from the selling process that ends in revenue. There equals never one way. There might be a small way or a pretty long line, but you must search every possible line to see how the prospective consumer comes off this line.

The business tool used in selling products, this marketing mix is much important when defining the product or brand's unique selling point and is frequently synonymous with the four Ps: Cost, quantity, promotion, and place. This marketing mix is much important when defining the product or brand's unique selling point (this specific quality that distinguishes the product from its rivals), and is often synonymous with the four Ps: Price, product, promotion, and place.

In most consumer-driven organizations, marketing managers are in charge of making decisions associated with products, pricing, organization (home), and publicity, usually referred to like these four Ps of marketing. It is the combination of these actions that produce quantity. In the organization, who is in charge of ensuring that this is done in the best manner? Two important elements are frequently neglected within marketing conversations: Needs and customer value. Do you actually know what the motivations are of the customers beyond only

the plants you produce? How are you coordinated with their motivations? How do the offerings and actions make or destroy value for the customers?

References

Sheridan, M. (2017). *They ask you answer: A revolutionary approach to inbound sales, content marketing, and today's digital consumer.*

7. **During an evening of television viewing, write down all of the advertisements you see. Note how many ads can be classified as fear appeals, sex appeals, or humor appeals. Of these ads that you have classified, which ones do you think are most persuasive? Why? Which ones did you like? Which ones did you dislike? Does your attitude toward the advertisements affect your attitudes toward the products being advertised?**

On an evening, I watched several advertisements, including mouthwash, fire insurance, Virgin Mobile, driving speed control, Viagra, the effect of smoking, and Durex. From the list, fear appeal ads comprise mouthwash display, insurance cover, driving speed control, and effects of smoking. The mouthwash advertisement presented a man with scary mouth sore, extending deep in the cheeks.

While it may differ from organization to corporation, often, the speeding ticket won't have an immediate effect on the policy rates. This occurs because most insurance companies do not see the driving number every month, but do then when the bidding is initially bought or renewed. If the driving number shows a speeding ticket when attempting to purchase insurance, you'll probably be charged more. If they mention it when this renewal happens, the taxes are expected to change, too.

Right now, insurance charges are mainly estimated from properties of drivers, their claims histories, taking records, and such. Increasingly, some insurers also have apps or devices that allow them to make speed and different behaviours. Insurers will then pay rebates as rewards for a good drive. Gorrivett tells that traditional wisdom not even backed up by the bunch of real

information is that autonomous vehicles can help lessen human error that is the case of the vast majority (90 per cent or more) of accidents.

In most U.S. States, moving violations, including going red lights and speed, assess spots on the driver's drive number. Since more levels represent the increased probability of future violations, insurance companies periodically examine drivers' records and may increase premiums accordingly. Rating practices, such as debit for the bad driving past, are not prescribed by law. Some insurers provide one going infraction every three to five years before increasing premiums. Accidents change insurance premiums likewise.

At the same, the insurance had shown a picture of a family devastated after their house was razed down by the fire. In another instance, there was an ad that showed an actual scene of road carnage, with people shouting, crying, and dying, warning people about high speeds. Finally, under the fear appeal, I saw destroyed human lungs, a consequence of smoking cigarettes. Still, sex appeal ads included Viagra and Durex. On the other hand, humor advert was conveyed in the Virgin Mobile (Newman, D. M. (2020).

These toxicants at cigarette smoking cause direct harm to cells and tissue in the physical body, including those entirely along the way to the lungs. The structure employs complicated procedures to help itself, but fragile lung tissue damaged by cigarette smoking is forced to restore itself in the manner of prolonged inflammation resulting from continuous exposure to tobacco smoke.

House and car policy protect you from financial destruction in case of the at-fault accident, burning, or ad of the world. However, most people get more policy coverage than they want. You can easily decrease the monthly payment by selecting the program with a higher

deductible. If you decide to take the way, confirm that you have the emergency money available if you do want to take on the policy benefits.

Remarketing is the kind of application that presents advertisements for the job to people after they have visited the site, used the mobile app, or made you their email address. People can find these advertisements when they meet or browse on different sites, utilize social media, watch videos, use other mobile apps, or see on Google.

If the person then clicks on another site that has the same ad system, advertisements for the goods that person viewed in the beginning site might show up through something like a retargeted ad. The promise is to show you ads that can trigger your interest in falling back to the place and purchase. Selling engineering and analytics have boomed over the last few years, helping marketers create more relevant and through an ad for clients never like before. Marketers no longer have to trust on presumptions about target people's behaviour. Instead, they will produce advertisements explicitly directed to people from their interests.

In a way, I found the Viagra, mouthwash, and insurance ads more persuasive because of the contents and the presentations. For instance, these ads were devised in a way that they represent some of the real situations that humans face, making them easy to fall for. I liked the advertisement of the Virgin Mobile, which came with a busy big busy embossed with "These are the days of high promiscuity," because of the drawings and humor packaged in the side of that bus. At the same time, I found myself disliking the advertisement of Viagra and Durex because of the perception I had created for all the sex adverts. Nonetheless, I have a great fear in viewing footages of accidents, particularly of dead bodies, and for this reason, I disliked the ad warning individuals against overspending. Further, your attitude towards an advertisement indeed affects

your attitude towards a product. Thus, I can easily buy the products of my favourite ads, while on the contrary, it will be hard to try the products from my list of dislikes.

References

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8. Consider all of the Facebook groups that you belong to, or the tweets that you follow on Twitter. How do/does these behaviors (s) say anything about your attitudes toward brands or products?

With the advancement of social platforms as a mechanism for businesses to improve sales, many enterprises are now using Facebook and Twitter to attract many customers. For this reason, I tend to follow some pages on Facebook and tweets to keep track of my favourite products. I always follow pages with most followers and with a specific brand of good that I prefer; for instance, I am in more than ten groups on Facebook that sell vegan birthday cakes, and following several others on Twitter. Notably, I always ignore other platforms with competing brands to avoid confusion that may arise from other people's testimonies regarding certain brands. In other words, I demonstrate high loyalty for vegan cakes, that I cannot imagine swapping it with different types as fruit or normal cakes.

When executed properly, social media platforms, e.g., Facebook, Twitter, and Instagram, are good ways to be connecting with the clients. But with so many concerns on these platforms and the continuous changing of their sharing structure, the transfer will sometimes make lost... or not get the number of people you had hoped. For example, what occurs when you place on the brand's Facebook page? Not quite enough that communication you expected, right? A small part

of the followers regards this news. To treat this status quo, technology has paved the way to act and reach out to those customers effectively. This current digital marketing model is called 'Messenger marketing.'

Also, I tend to check my Facebook pages frequently to check on an individual's comments and any development around my brands. In a way, I have developed an indebted attitude with some products, preferring them time and again. For instance, I always follow CNN news on most Facebook pages and even Twitter. Although there are many TV channels and other sources of news, I have a strong perception and steady conviction that it is the best outlet for news. As a result, in most cases, I have met news from other media like newspapers and radio, but still, I must first confirm if the same is portrayed in CNN tweets. From the ongoing discussions, it is clear that when one loyal to a particular brand or product, they will stick to it, even if there are so many brands competing the preferred one (Broström, 2018).

It's not those people in us that do them. When I was on Facebook, I always felt that I need to see it whenever the reality in me was not that exciting. At every encounter, for example, I saw my phone more than three times an hour! Now I know that this digital reality, which is also part of real life, was (and still is sometimes) of means a bit much worth to me.

It's none so that everyone takes their information from Facebook and Twitter. But it is now so that more American adults take their information from social media than from photo papers. According to the recent study from Pew Research centre out the day, social media has like never before surpassed newspapers as the preferred source of information for American adults. Still, social media is far behind different traditional information sources, like television and radio, for instance.

Since most online news outlets have migrated from their sites and onto social media to disseminate knowledge, there is even a great abundance of information even being transmitted on Facebook and Twitter, but it requires you to seek it. Certainly, you can see the information that the contacts share, But that's just how fake news turned into the issue from the beginning since most people take information sources aligned with their belief systems and often get duped into coming pages that aren't reputable sources.

Additionally, it's obvious to all the regular newspapers are the main source of data for different media outlets. Television and radio stations rely on newspapers for some of their local information. Likewise, while online news sources certainly contend with regular newspapers and may bring personal view, some of the comment on the Internet originates from data initially reported by newspapers. So, without robust and financially good newspapers, the crucial connection could be missing from the information reporting value chain.

References

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