

STONEHILL COLLEGE
Business Administration Department

BA342 Consumer Behavior
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Spring, 2000

CLASS CASE DISCUSSION QUESTIONS

Overview

During the course of the semester you will read, analyze, and be prepared to discuss in class three short cases which will be distributed (#1, #2, #3), and six cases from the textbook (#3-6, 4-1, 3-9, 4-2 3-1, and 3-3). Each case presents a marketing problem situation which requires a knowledge of consumer behavior. The questions which will be used as catalysts for class discussions for each case appear below. You need not prepare a written analysis, although you will probably find jotting down notes on your answers to each question to be helpful.

Objectives

The purposes of these case class discussions are that you: 1) gain experience in defining marketing problems and in applying problem-solving techniques to marketing management situations related to consumer behavior, 2) learn how to apply marketing research skills to learn about consumer behavior, 3) develop your oral communication skills and 4) develop your ability to think analytically, critically and creatively.

Case Questions

Specifically, you should be prepared to answer the following questions for each case as a framework for your analysis:

Case 3-6 - Perrier for Pets - February 4

Topic: Positioning

See questions 2, 8 c and d, 9, and 11 in the textbook

Case 4-1 - McDonald's Arch Deluxe and the Adult Market - February 16

Topic: Consumer Decision Making

See questions 1, 4, 6 and 7 at the end of the case in the textbook.

Case 3-9 - Antismoking Campaigns and Teenagers - March 24

Topic: Reference Group Influences

See questions 1, 2 and 5 at the end of the case in the textbook.

Case 4-2 - South Hill Mall Kids' Club - March 29

Topic: Family

See the questions at the end of the case in the textbook.

Handout Case #1 - Procter & Gamble - The Sign and the Symbol - March 31

Topics: Personal Influences, Subcultures

See questions at the end of the case.

Case 3-1 - Combe and the Men's Skin Care Market - April 19

Topics: Motivation and Personality

See questions 3 and 4 in the case in the textbook.

Case 3-3 - Bayer Ibuprofen - April 28

Topic: Learning

See questions 1 through 3 at the end of the case.

Handout Case #2 - Which Coke is It? - April 30

Topic: Learning

See questions at the end of the case.

Handout Case #3 - The Incredible Shrinking Potato Chip Package - April 4/28

Topic: Perception - just noticeable difference

- Questions:
1. What are the ethical issues?
 2. What are the alternative strategies Julie can choose?
 3. What are the ethics of each alternative strategy?
 4. Which strategy should Julie choose?