

Group Project Team B: Gen X Consumer Analysis

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## **Introduction**

Using the 5-step individual decision-making model, this analysis provides an in-depth understanding of the consumer's decision-making process when purchasing a new phone. The analysis examines how the consumer's previous experiences with different phone brands influenced their decision-making process. The study dives into insights on the consumer's brand loyalty towards Apple's iPhones and highlights the importance of providing a positive consumer experience.

## **Research Objectives & Methodology**

An interview was conducted in order to collect data, this is known as a qualitative research technique. The interviewers put together a 25 question long interview that aligns with the 5 step individual decision making process. The interviewers conducted the interview in person/online and gathered the information on March 20, 2023. The leading research objectives of this analysis is to,

- Observe their decision on why they wanted to purchase a product
- Observe what information was gathered by the consumer on the purchased product
- Observe what their alternative product options were
- Observe why they decided to purchase that exact product
- Observe how satisfied they were overall with their purchase decision

## Consumer Profile



### CUSTOMER PROFILE

**NAME:** DRISS HADDIOU

**AGE:** 58

**OCCUPATION:** REAL ESTATE DEVELOPER

**FATHER OF 2**

### FAVORITE ACTIVITIES



### PRODUCT PURCHASED



**IPHONE 14 –  
MIDNIGHT – 128GB**

**BOUGHT THROUGH  
FIDO ON 24 MONTH PLAN**



## PROOF OF CONTRACT / PURCHASE

**Critical Information Summary**

This Critical Information Summary outlines the most important elements of your recent transaction for mobile services.

Account Number	Registration Number
1427020430915	1427020430915

**Device Information**

Device Price	\$1,130.76
POSTNET	\$56.54
POSTNET	\$75.15
Device Price (after taxes)	\$1,266.45

This new device is protected by a 14-day return policy. From the Activation Date (30-day return policy) until the device is returned, you will be responsible for the device. If you return the device and cancel your service, you will be liable for the device price (after taxes) and the activation fee.

**Mobile Services**

Plan Name	3000, Talk & Text
Plan Category	Fido Payment Program
Plan Monthly Service Fee	\$55.00
Service Agreement Term	Month to Month

**Plan Includes:**

- Unlimited Data
- Unlimited Text, Pictures and Video Messages from Canada to Canada, U.S. and International Mobile Numbers
- Call & Home Display
- Unlimited Streaming
- Unlimited Cloud
- Unlimited Cloud

\*Data Transfer Promotion: Data is passed once you hit your plan's limit. To upgrade, you can opt into this.

**Add-Ons**

Add-On Name	Add-on Monthly Service Fee
Unlimited Data 1GB Extra	\$0.00
Unlimited Data 2GB Extra	\$0.00
Unlimited Data 4GB Extra	\$0.00
Unlimited Data 8GB Extra	\$0.00
Unlimited Data 16GB Extra	\$0.00
Unlimited Data 32GB Extra	\$0.00
Unlimited Data 64GB Extra	\$0.00
Unlimited Data 128GB Extra	\$0.00
Unlimited Data 256GB Extra	\$0.00
Unlimited Data 512GB Extra	\$0.00
Unlimited Data 1GB Extra	\$0.00
Unlimited Data 2GB Extra	\$0.00
Unlimited Data 4GB Extra	\$0.00
Unlimited Data 8GB Extra	\$0.00
Unlimited Data 16GB Extra	\$0.00
Unlimited Data 32GB Extra	\$0.00
Unlimited Data 64GB Extra	\$0.00
Unlimited Data 128GB Extra	\$0.00
Unlimited Data 256GB Extra	\$0.00
Unlimited Data 512GB Extra	\$0.00

Monthly Fees for Mobile Service	Monthly Fees for Payment Program
Monthly Fees – Plan	Monthly Payment – Financial Device
Monthly Fees – Add-ons	Monthly Payment – Financial Device POSTNET
Total Monthly Fees for Mobile Service (before applicable taxes and discounts)	Monthly Payment – Financial Device POSTNET
	Total Monthly Payment Program Payment
	\$52.78

**Promotions and Discounts**

Add-on/Current Promotions and Discounts	Amount	Duration	Start Date	End Date
Payment Program Promotion	\$15.00	24 months	Mar-04-2023	Mar-04-2025
US GPSR \$0.006	\$0.00		Dec-31-2012	
Call Forwarding - 2500 Minutes	\$0.00		Dec-01-2018	
5 Extra Hours of Data	\$0.00		Dec-01-2018	

\*Data Payment Program Promotion is applied against your monthly services and ends if payment program agreement is cancelled.

**One-Time Fees**

Setup Service Fee (to setup your device and related services)	\$50.00
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**Contacting Fido and the CRTC**

To contact Fido about your mobile service, reach out to us in any of the ways listed at [fido.ca/contact-us](https://www.fido.ca/contact-us) or call us at 1-888-461-FIDO (3436).

If you have a concern that isn't resolved to your satisfaction after contacting us through the above options, we invite you to share your concern in writing to us at [fido@canada.ca](mailto:fido@canada.ca) or writing to us at Office of the President, 380 Beaver St. East, Toronto, ON M6H 1B6. If your concern still isn't resolved, you can write to the Office of the Commissioner, Learn how to contact the Office of the Commissioner by visiting [fido.ca/ombudsman](https://www.crtc.gc.ca/eng/0-6.asp).

Finally, you can also write to the Commission for Complaints for Telecommunications Services (CCTS) at [www.ccts-cpcc.ca](https://www.ccts-cpcc.ca) or call them at 1-888-221-1187.

\*Trademarks used by Fido, under license © 2020 8020

## Analysis

An analysis was conducted of the consumer's journey using the 5 step individual decision making process. The consumer was in the market for a new phone as their old one had low battery health and was overheating, slowing down, lagging, and outdated. When purchasing a new phone, one must use extensive problem solving skills. Phones are highly expensive, are

infrequent purchases, require high consumer involvement and the need for extensive thought, search and time. The reasons mentioned above sent the consumer to the Fido store in Downtown Vancouver where they spoke to a sales representative about their options. Due to age, the consumer's preference was to buy the phone from a physical store for in person assistance. It has been seen that most Gen Xers have this preference as well. 73% of the Gen Xers that took a survey said they prefer to shop in person (Smith, 2022). This preference could be due to the fact that they want to physically see the product (Smith, 2022). As the consumer had an iPhone previously, they were mainly looking for an upgraded version. The sales representative at Fido spent 30 minutes giving information and a comparison between the iPhone 14 and iPhone 14 Pro. The important features the consumer was looking for was good battery life, decent camera, and simplicity. The iPhone 14 Pro was considered however, the extra cost and specs the Pro offered were not worth it to the consumer. They were more than happy with the iPhone 14 as the specs and quality met their standard and the pricing was reasonable. The consumer ended up purchasing the Midnight Black, 128 GB iPhone 14 at the Fido Store. The consumer did experience post-purchase satisfaction as the iPhone was performing to its high standards. The consumer does recommend the iPhone 14 as they said it is reasonably priced for its quality. The iPhone 14 was in their budget range and is able to do what it is required for. No major investigation was done on this product due to previous knowledge they had on Apple's iPhones. There is customer delight as the consumer had a positive experience with the Apple brand which has then in turn caused brand loyalty. They didn't consider any other brands in their purchase decision as they have been a loyal Apple customer since the iPhone 5, which came out in 2012. The inconsideration of alternative phone brands portrays that the consumer has habitual decision making. The consumer didn't express any pain points throughout the interview. They went into

the market having an idea of what they were looking for and were able to purchase without any problems. Some of the motivations that brought the consumer back to Apple's iPhones was the fact that they are simplistic and user friendly. They have had previous experiences with other models like Androids back in 2012. However, they found that the Android phones were too complicated, this caused them to switch to Apple. Overall, the consumer was satisfied with their purchasing journey and product choice.

## **Conclusion**

This study explored Mr. Haddioui's journey through the 5-step individual decision making process when purchasing a new phone. The study highlights the importance of factors such as product quality, price, brand loyalty, and user-friendliness in the decision-making process, especially for infrequent and expensive products like phones. It also demonstrates how brand loyalty and previous positive experiences can influence a consumer's decision-making process.

Word Count: 746

## References

Kuch, D. (2023). *Buying and Disposing*. [PowerPoint]. eLearn.

[https://elearn.capu.ca/pluginfile.php/2677815/mod\\_resource/content/4/Lecture%206\\_BMKT%20364-86-Ind.%20Dec.%20Making%28Ch.9%29%20%20Buying%28Ch.10%29.pdf](https://elearn.capu.ca/pluginfile.php/2677815/mod_resource/content/4/Lecture%206_BMKT%20364-86-Ind.%20Dec.%20Making%28Ch.9%29%20%20Buying%28Ch.10%29.pdf)

Kuch, D. (2023). *Individual Decision Making*. [PowerPoint]. eLearn.

[https://elearn.capu.ca/pluginfile.php/2677815/mod\\_resource/content/4/Lecture%206\\_BMKT%20364-86-Ind.%20Dec.%20Making%28Ch.9%29%20%20Buying%28Ch.10%29.pdf](https://elearn.capu.ca/pluginfile.php/2677815/mod_resource/content/4/Lecture%206_BMKT%20364-86-Ind.%20Dec.%20Making%28Ch.9%29%20%20Buying%28Ch.10%29.pdf)

Smith, Eileen. (2022, September 16). *Online or On Foot: Gen X Shops Around*. Velocitize.

<https://velocitize.com/2022/09/16/online-or-on-foot-gen-x-shops-around/>

## Appendix

Student Contributions	
Hanna Gray	<ul style="list-style-type: none"> <li>Research Objectives &amp; Methodology</li> <li>Analysis</li> </ul>
Ali Haddioui	<ul style="list-style-type: none"> <li>Introduction</li> <li>Consumer Profile</li> <li>Conclusion</li> <li>Interview Questions</li> </ul>

## Product Photo and Purchase Receipt

Critical Information Summary

This Critical Information Summary outlines the most important elements of your recent transaction for mobile services.

**Name:** HADDIOUI DRISS  
**Account Number:**   
**Telephone Number:**   
**Date of Agreement:** Mar-04-2023

**Device Information**  
 Device Price **\$1,130.76**  
 GST/HST **\$56.54**  
 PST/QST **\$79.15**  
 Device Price (after taxes) **\$1,266.45**

You may return or exchange your device within 15 days from the Activation Date (or 30 days if you self-identify with a disability) as long as you return it to where it was purchased in complete and original condition. If you return your device and cancel your services, you will be billed for mobile service charges incurred up to the cancellation date.

**Mobile Services**  
**Plan Details**  
**Plan Name** 30GB, Talk & Text  
**Plan Category** Fido Payment Program  
**Plan Monthly Service Fee** \$53.00  
**Service Agreement Term** Month to Month

**Plan Includes**

- 30GB Data
- Unlimited Text, Picture and Video Messages from Canada to Canadian, U.S. and International Mobile Numbers
- Unlimited Minutes
- Call & Name Display
- Voicemail
- Call Waiting
- Conference Call
- Data Overage Protection. Data is paused once you hit your plan's limit. To unpause, you can add more data.

**Add-Ons**  
**Add-On Name** **Add-on Monthly Service Fee**  
 LRSRE22K TAG Setup **\$0.00**  
 Service Fee  
**Add-On Name** **Add-on Monthly Service Fee**  
 FULLDETFF Full usage invoice details **\$0.00**  
**Add-On Name** **Add-on Monthly Service Fee**  
 VPKSRN22Z iPhone Value Pack\*\*/- Unlimited text, picture and video **\$7.00**  
 messages from Canada to U.S. and international wireless numbers/-  
 Premium Calling Rate/- Visual Voicemail Plus/- 2,500 Call Forwarding  
 minutes/- Name Display/-  
**Add-On Name** **Add-on Monthly Service Fee**  
 OPTSRA1H7 WC2C Identifier SOC **\$0.00**  
**Add-On Name** **Add-on Monthly Service Fee**  
 BLKSRAG1P Premium Text Msg Block **\$0.00**

Monthly Fees for Mobile Service		Monthly Fees for Payment Program		
Monthly Fees – Plan	\$53.00	Monthly Payment – Financed Device		\$47.12
Monthly Fees – Add-ons	\$7.00	Monthly Payment – Financed Device GST/HST		\$2.36
Total Monthly Fees for Mobile Service (before applicable taxes and discounts)	\$60.00	Monthly Payment – Financed Device PST/QST		\$3.30
		Total Monthly Payment Program Payment		\$52.78
Promotions and Discounts				
Added/Current Promotions and Discounts	Amount	Duration	Start Date	End Date
Payment Program Promotion	\$15.00	24 months	Mar-04-2023	Mar-04-2025
US GPRS 0.006	\$0.00		Dec-31-2012	
Call Forwarding - 2500 Minutes	\$0.00		Dec-01-2018	
5 Extra Hours of Data	\$0.00		Dec-01-2018	
*Fido Payment Program Promotion is applied against your monthly services and ends if payment program agreement is cancelled.				
One-Time Fees				
Setup Service Fee (to setup your device and related services) (before taxes)				\$50.00
Contacting Fido and the CCTS				
To contact Fido about your mobile service, reach out to us in any of the ways listed at <a href="https://fido.ca/contactus">fido.ca/contactus</a> or call us at 1 888 481-FIDO (3436).				
If you have a concern that isn't resolved to your satisfaction after contacting us through the above options, we invite you to share your concern in detail by submitting it to us at <a href="https://fido.ca/concern">fido.ca/concern</a> or writing to us at Office of the President, 333 Bloor St. East, Toronto ON M4W 1G9. If your concern still isn't resolved, you can write to the Office of the Ombudsman. Learn how to contact the Office of the Ombudsman by visiting <a href="https://fido.ca/ombudsman">fido.ca/ombudsman</a> .				
Finally, you can also write to the Commission for Complaints for Telecom-television Services (CCTS) at <a href="https://www.ccts-cprst.ca">www.ccts-cprst.ca</a> , or call them at 1 888 221-1687.				
™Trademarks used by Fido, under license © 2020 9/20				





## Interview Questions

### Step 1: Problem Recognition

1. What made you decide to purchase a new phone?

**Answer: Because my old phone was starting to get outdated and slowing down.**

2. How long have you been considering buying a new phone?

**Answer: Ever since my phone started lagging on and off for about 3 months I realized that I might need a new one.**

3. What were the problems you encountered with your old phone that led you to consider purchasing a new one?

**Answer: The phone would start to lag and overheat very easily over time. The battery health was also starting to diminish.**

### Step 2: Information Search

4. What sources of information did you use to research the iPhone 14 before purchasing it?

**Answer: I went to fido telecommunications in search for a new phone and spoke to the sales representative about the specs and pricing of the iPhone 14**

5. How much time did you spend researching the iPhone 14 before making a decision?

**Answer: I spent about 30 minutes talking to the sales representative about the iPhone 14.**

6. Did you compare the iPhone 14 with other phones on the market? If yes, which ones?

**Answer: Yes, I compared the iPhone 14 with the iPhone 14 Pro as those were the two new iPhone models out.**

### **Step 3: Evaluation of Alternatives**

7. What were the most important features you were looking for in a new phone?

**Answer: I was looking for a phone that was quick, had good battery life, and a good camera as i will need it for work.**

8. How did the iPhone 14 compare to other phones you considered?

**Answer: The iPhone 14 compared great to the other options, it had exactly just enough specs and quality in terms of what i was looking for and it was a reasonable price.**

9. Did you consider other iPhone models before deciding on the iPhone 14?

**Answer: I was considering the iPhone 14 Pro but realized the extra \$300 price difference was not worth it for me as the Pro model had extra specs that I didn't care about.**

### **Step 4: Product Choice**

10. What made you decide to purchase the iPhone 14 over other phones?

**Answer: As an Apple user I pretty much only had the option to choose from the iPhone 14 or iPhone 14 Pro. I chose the iPhone 14 because it fit the basic needs that I need from a phone.**

11. Did you buy the phone online or in a physical store?

**Answer: I bought the phone in store from the Fido store in downtown Vancouver.**

12. What factors influenced your decision to buy the phone from the place you chose?

**Answer: As somebody who is 58 years old i don't really purchase anything online, i prefer the old fashion ways of going into a store and speaking with a sales representative.**

### **Step 5: Consumption & Learning**

13. How satisfied are you with your purchase of the iPhone 14?

**Answer: Overall I am pretty satisfied with my purchase. The iPhone has been performing to its high standards without any issues.**

14. Are there any features or functions of the iPhone 14 that you're not happy with?

**Answer: Overall I haven't had any issues with my iPhone, all the features are working as advertised and the phone is running smoothly.**

15. Would you recommend the iPhone 14 to others?

**Answer: Yes, I would recommend the iPhone 14 to others because it's reasonably priced for the technology you get.**

16. Did you consider any other brands?

**Answer: I haven't ever really considered looking at other brands since I started using Apple iPhone's. I used to have a Samsung Galaxy 3 back in 2012.**

17. What is your budget for a new phone?

**Answer: My budget for new phones is typically \$1,000 - \$1,200. The iPhone 14 fit in that category costing me \$1,130,76**

18. What is your primary use for your phone?

**Answer: I primarily use my phone to write emails, call, text, and take photos for work.**

19. Have you owned an iPhone before?

**Answer: Yes, I have owned many iPhones before purchasing this iPhone 14.**

20. Do you have any loyalty to a particular brand of phone?

**Answer: Yes, I've been a loyal Apple customer since the iPhone 5 came out.**

21. Have you read any reviews or ratings of the iPhone 14?

**Answer: No, I didn't really read reviews for the iPhone 14, I have brand loyalty to Apple so I didn't need to conduct further investigation.**

22. What are the most important factors that influence your decision to buy a new phone?

**Answer: The most important factors that led me to buy a new phone was the old age of my current phone at the time, the technology was outdated, my phone started to lag, and the battery life was terrible.**

23. What are the most important features you are looking for in a phone?

**Answer: the most important features I took for in a phone is user friendless and simplicity. I also look for a phone with a long lasting battery and good camera quality.**

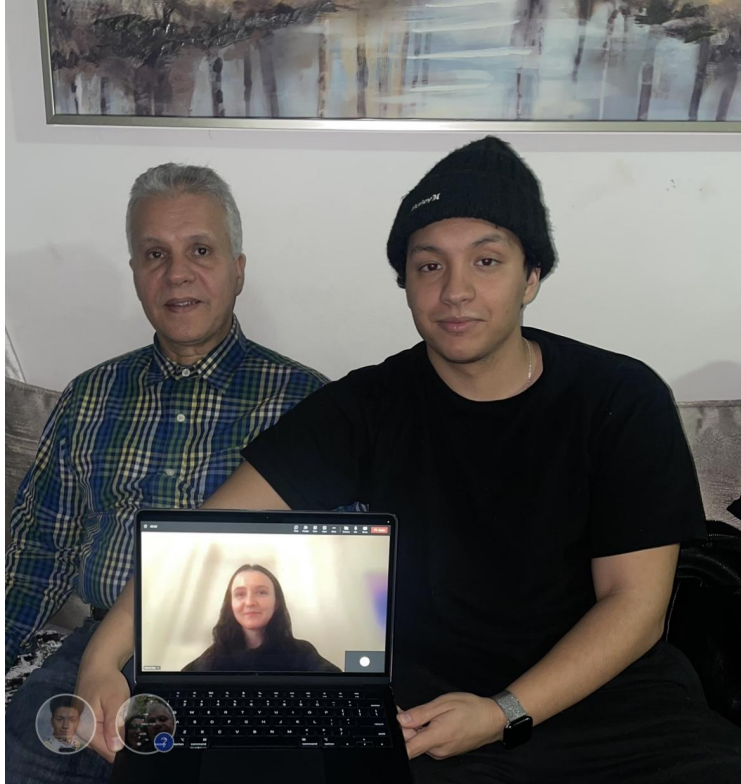
24. Do you prefer a certain operating system over another?

**Answer: Yes, I definitely prefer the simplicity of iPhone's and the user friendliness. Android phones in my opinion have too much going on.**

25. What did you consider the most when buying a new phone?

**Answer: When I was searching for a new phone, the main things I was looking for were what I always look for, something simple, not too big, not too small, good battery life, and a decent camera.**

## Time Stamped Photo



Add a Caption

Monday • Mar 20, 2023 • 8:39 PM

[Adjust](#)

📎 IMG\_8180

Apple iPhone 12 Pro

HEIF



Wide Camera — 26 mm f1.6

7 MP • 2487 × 2945 • 1.8 MB

ISO 32

| 26 mm

| 0 ev

| f1.6

| 1/5 s

**Time stamp in photo: Monday March 20, 2023**