

# **Consumer Analysis Report**

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Group 4

BMKT 364

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## Introduction

This report outlines the purchase decisions made by James Brunwick as he engaged in extended problem-solving when purchasing a new car.

## Objectives & Methodology

To understand the purchase behaviour of James Brunwick, why he wanted to purchase a new car and why he chose the Ford Fusion Hybrid. Primary research was conducted through a telephone interview with James. He answered a series of predetermined questions to identify his motivations, selection process and the evaluative criteria he used to determine his purchase.

## Customer Profile

### James Brunwick - User Persona



Age: 27  
 Work: Engineer  
 Family: Engaged, No Children  
 Location: North Vancouver, B.C.

#### Brand Alternatives



#### Car Requirements

- Proven record of reliability.
- Affordable price.
- Low mileage.
- Fuel efficient.
- No accident reports.
- Locally sold.
- Warranty & certified pre-inspection.

#### Bonus Features

- Hybrid or electric.
- Upgraded Interior (leather seats, GPS, Cameras)
- Bluetooth.

#### Bio

James made the decision to purchase a new car because he wanted an upgrade from his Honda Civic, which he had driven for 7 years. He had visited multiple dealerships and taken various cars out for test drives but after careful consideration, he chose the 2018 Ford Fusion Hybrid. His purchase was completed on May 6, 2019 at The North Shore Auto Mall.

#### Ford Fusion Hybrid

Reliability



Gas Mileage



Warranty



Price



Bonus Features



#### Research Methods

Test Drive



Online Research



Referral



## **Analysis**

### **Problem Recognition**

James Brunswick wanted to upgrade his Honda Civic which he owned for 7 years. His ideal state-opportunity recognition was determined as he desired a car that would be more cost-efficient throughout the long-term. His actual-ideal discrepancy became prominent as newer fuel-efficient cars entered the market.

### **Information Search**

His pre-purchase journey commenced with external research where he gathered reviews and car specifications through the following cybermediaries: Auto Trends, Auto Trader and TopSpeed. He engaged in maximizing, as he heavily relied on external sources and sought out the best options online. He experienced high levels of mental accounting as his purchase momentum was heavily rooted from evaluating the long-term economic savings and outcomes.

### **Evaluation of Alternatives**

James opted for a utilitarian approach as his evaluative criteria were to be affordable yet fuel-efficient and reliable. Additional car determinant attributes were to be more spacious, have upgraded interior features and Bluetooth. He was not driven by hedonic needs; design and aesthetics were irrelevant in his evaluation. Through a rational system of cognition, he learned the pros and cons of different cars and he determined his evoked set to be Ford, Honda, Toyota and Hyundai, which all pertain to the basic level category of Hybrid models.

### **Purchase Decision**

His product decision was not predetermined based on his market beliefs. He spent time conducting primary and secondary research into a variety of brands through online reviews and test drives. Through lexicographic decision-making, James concluded that the Ford Fusion was the best option as it included all evaluative criteria and attributes; after price negotiation the cost

was unbeatable. He decided to purchase the car from the dealership to ensure the car was under warranty and had a certified pre-inspection to minimize his perceived risks of buying a used car.

### **Post Purchase Evaluation**

When James reflected on his purchase he couldn't identify any pain points because of the high levels of customer service provided at the dealership. His shopping experience was extremely positive: he didn't feel pressured to make a decision and his requests were supported by the dealership. James continues to experience post-purchase satisfaction and he has not experienced post-purchase dissonance. He would recommend his car and its dealership to family and friends.

### **Summary & Conclusions**

It is evident that James' extended problem-solving was proficient in minimizing perceived risks: performance and financial. His post-purchase satisfaction is a direct result of his high-level involvement, external research and evaluation efforts as he did not conform to stereotypes or heuristics in judgement. Had he stuck with brand familiarity: Honda, he may have been disappointed with the lack of attributes pertaining to his budget. James displayed appropriate amounts of both primary and secondary research in making a high-ticket purchase. He was ultimately successful in choosing a product that has brought him happiness for the past year and will continue to do so.

## References

James Brunswick, Interviewed on March 17, 2020 by Libby Jopson.

Solomon, M. W., White, K. W., & Dahl, D. W. (2016). *Consumer Behaviour: Buying, Having, Being* (7th ed.). Pearson Canada.

## Appendix

**A. Individual Contributions Summary Sheet**

<b>CONTRIBUTION SHEET</b>	Kiona Graham	Libby Jopson
Interview Questions	✓	
Telephone Interview		✓
Customer Profile		✓
<b>Part A: Report</b>		
Introduction		✓
Objectives		✓
Problem Recognition	✓	
Information Search	✓	
Evaluation of Alternatives	✓	
Product Choice	✓	✓
Consumption	✓	✓
Summary & References	✓	✓
Appendix		✓

**B. Product Photo**

## C. Purchase Receipt

Seller Identification (the "Seller")				MOTOR VEHICLE PURCHASE AGREEMENT (the Agreement)			
<b>CAM CLARK FORD LINCOLN LTD.</b>				GST # <b>RB78418516</b>			
833 Automall Drive North Vancouver, BC V7P 3R8 Ph: 604-980-2411 Fax: 604-980-8399				DEALER # <b>24977</b>			
Buyer Identification (the "Buyer") <input type="checkbox"/> Tick this box if the Buyer is under 19 years of age The Buyer declares that, if an individual, he/she resides at the address provided below, or if a corporation or other business entity, the chief executive office of the corporation or entity is located at the address provided for chief executive office.				CUST# : <b>237480</b>		Seller's Contract # <b>0530</b>	
Name: <b>JAMES BRUNSWICK-WERNER</b>				DL #		Date <b>06 MAY 2019</b>	
Address (Chief Executive Office Address) <b>411-135 17TH STREET EAST</b>				E-mail address <b>jamesbrunswick@gmail.com</b>		Bus. Tel	
<b>NORTH VANCOUVER, BC</b>				Postal Code <b>V7L 0C4</b>		Res. Tel <b>(604) 356-3548</b>	
				Cell Tel <b>6043563548</b>		Fax	
Description of Vehicle (the "Vehicle")				PURCHASE PRICE CALCULATION			
Year <b>2018</b>	Make <b>FORD</b>	Series & Model <b>FUSION HYBRID</b>	# of Cylinders <b>4</b>	Price of Vehicle		<b>27000.00</b>	
Odometer: <b>16182</b>	CKM CMI	Colour - ext. <b>GREY</b>	Colour - Int. (optional) <b>BLK</b>	Additional equipment, services or warranties			
VIN # <b>3FA6PQRU3JR215679</b>		Stock # <b>P11658</b>					
RV Coach VIN #	Rear Coach	DMV Cmpsr Net Weight					
Offer to Purchase: The Buyer offers to purchase the New <input type="checkbox"/> Used <input type="checkbox"/> Demonstrator <input type="checkbox"/> Vehicle described and identified as follows and any additional equipment or services described in this Agreement on the following terms and subject to the following conditions:							
Vehicle Declarations: The following statements are true to the best of knowledge and belief							
1. Is the Vehicle suitable for transportation in compliance with the Motor Vehicle Act?							
If no, the Buyer and the Seller agree that the Vehicle is sold for parts only for purposes other than the transportation and that there is no express or implied warranty. The Buyer further agrees and understands that the Vehicle may not be operating on a 1997-99.							
2. Has the Vehicle ever been used as any of the following (if yes, tick all that apply):							
<input type="checkbox"/> Taxi <input type="checkbox"/> Police vehicle <input type="checkbox"/> Emergency vehicle <input type="checkbox"/> Organized racing <input type="checkbox"/> Lease vehicle <input type="checkbox"/> Rental vehicle							
3. Has the Vehicle ever been registered outside British Columbia?							
(a) If yes, in what jurisdiction(s) has the Vehicle been previously registered?							
(b) Date the Vehicle was brought into British Columbia:							
4. Has the Vehicle been brought into British Columbia specifically for the purpose of resale?							
5. Has the Vehicle sustained damages requiring repairs totaling more than \$2000?							
(a) If yes, what is the total amount of such costs? \$ <b>                    </b> Attach available details.							
Where the Vehicle is new, has the Vehicle sustained damage requiring repairs costing more than 20% of the asking price of the Vehicle?							
(a) If yes, what is the total amount of such costs? \$ <b>                    </b> Attach available details.							
6. Does the odometer of the Vehicle accurately record the true distance travelled by the motor Vehicle? If no, attach available details.							
Description of Trade-in (the "Trade-In" or "Trade-In Vehicle")				NO TAX			
Year <b>2010</b>	Make <b>HONDA</b>	Series & Model <b>CIVIC</b>	# of Cylinders	Administrative/Documentation fees		<b>699.00</b>	
Odometer: <b>97487</b>	CKM CMI	Stock # <b>P11658A</b>	Colour-ext. <b>GREY</b>	BC tire advance disposal fee			
VIN # <b>ZHGFA1F43AH028218</b>		Colour-int.		lines @ \$ <b>                    </b> per tire			
RV Coach VIN #		Coach Year		Propane equipment test			
Estimated amount of lien <b>0.00</b>	Owing to <b>FREE &amp; CLEAR</b>			TOTAL VEHICLE PRICE <b>31028.00</b>			
Year	Make	Series & Model	# of Cylinders	TRADE-IN ALLOWANCE <b>6000.00</b>			
Odometer:	CKM CMI	Stock #	Colour-ext.	PRICE DIFFERENCE <b>25028.00</b>			
VIN #		Colour-int.					
RV Coach VIN #		Coach Year					
Estimated amount of lien	Owing to						

## D. Research Questions & Raw Data

- Demographics: age, (gender), education level, job
  - 27, male, bachelor degree, engineering consulting firm, geotechnical engineer
- How would you describe your lifestyle? (ex. consumption level, social life, stress levels, free-time)
  - work-leisure is fairly balanced lifestyle overall, consumption levels average
- What made you want to purchase this product? (Need/want/problem)
  - Had old car for 7 years (first car), time for an upgrade

4. Would you describe this purchase as a need or a want and why? (Further problem description: personal satisfaction vs. mandatory purchase)  
A: Technically more of a want since the old car still worked fine. Also a need since he wanted a hybrid car -- better on gas and is more spacious
5. How would you feel if you did not have this product?  
A: Probably fine, but would not enjoy commuting as much
6. How did this product enhance your life?  
A: Save money on gas, 50% less, commute to-and-from work. Also came with nice features: heated seats, Bluetooth.
7. Where did you first discover this product?  
A: Online
8. How much knowledge did you have about this product previously (prior to the decision-making process)?  
A: Fair amount. Did a lot of research online and read reviews
9. How were you led to choosing this product?  
A: Ford was most balanced in terms of price, performance.
10. Did you see/touch the product in-person before purchasing?  
A: Yes -- test drove
11. How did you gather information about the product before your purchase? Please be specific: Friends, family, advertising  
A: Entirely online.
12. Did you do further research on this product? If so, how in-depth was your external research?  
A: Yes. Read reviews/websites and compared all alternatives. Relatively in depth
13. What kind of information did you learn about the product and from where? ex) product reviews/youtube reviews.  
A: Reliability, maintenance. Gathered info from Auto Trends -- magazines and publications. To see how much the car would cost in the long-term to keep it running

14. Did you weigh the pros and cons of the purchase? What did you take into account?

A: Yes. Price, est. lifespan, fuel savings from buying a Hybrid

15. Did you evaluate any alternative brands? If yes, why did you consider looking at alternative brands?

A: Honda, Toyota, Hyundai (Hybrids)

16. Why did you consider alternatives?

A: To compare value

17. What attributes were you looking for in the product? Please list all of them.

A: Something that would save money on gas, more spacious, reliable over long-term

18. What features and benefits of the product were most important in making this purchase decision?

A: Not too much. Biggest thing was the price negotiated

19. What were the pros and cons of each product?

A: All relatively similar, some were more expensive, some were better on fuel. In the end, I chose the Ford because it was not the most expensive and still saved money on fuel

20. Did you use websites to compare the products?

A: Auto Trends, Auto Trader, Top Speed

21. Did you look at Ford because you had preconceived notions about the brand such as stereotypes? Or because you know other people who feel a certain way about the brand?

A: No. Just went through a good selection process. Picked several brands and pitted them against each other

22. Did you choose a familiar brand name and why?

A: Somewhat. I had driven Fords before for work reasons.

23. How did you decide that this product and brand was the right one for you/based on the attributes?

A: Came down to the pros and cons. Opted for what I wanted (Hybrid) at the right price.

24. What was the deciding factor and how did you make your choice?

A: That's tough. Probably because it came at the right price

25. Where did you purchase the product and why?

A: Purchased through dealership so it came with warranty and certified pre-inspection

26. When did you make this purchase?

A: June 2019

27. Are you satisfied with the product? If not, what would you change about your purchase decision?

A: Yes. No changes

28. Would you recommend this product to family or friends?

A: Yes

## E. Interview

### [Interview Recording with James Brunswick](#)

## F. Time Stamped Photo of Interview

Unfortunately, due to the COVID 19 circumstances, our interview was conducted by only one team member over the phone.

## G. Turnitin screenshot of your report's similarity score; it must be below 15%

The screenshot shows a Turnitin assignment page for 'Consumer Analysis Part A Report'. The assignment is due on 02-Mar-2020 at 8:00AM. The similarity score is 0%. The page includes a 'Class Homepage' section and an 'Assignment Inbox' table.

Assignment Title	Info	Dates	Similarity	Actions
Consumer Analysis Part A Report	<a href="#">Info</a>	Start: 02-Mar-2020 8:00AM Due: 02-Mar-2020 8:00PM Post: 02-Mar-2020 8:00AM	0%	<a href="#">Submit</a> <a href="#">View</a> <a href="#">Download</a>

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