FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2019

Assignment 1

Consumer & Organisation Buying Behaviour
CAO712S
Dear students

Welcome to our first assignment tutorial feedback. I believe you attempted the assignment much better, but I am egging you to always read and understand the questions before you attempt them. Remember, my contacts are on the tutorial letter and you are always welcome to ask for clarity but not for answers for sure. I believe we have all been added on our WhatsApp group. You can pose questions on the group so that we can discuss them there, especially those that can’t make it to the face to face tutorial class. But again, those that can, please come to face to face tutorial classes. Remember, the role of assignments is not only for assessment purposes but also to encourage you to ready and make use of available information both from prescribed materials and additional recommended readings. I hope we all have access to e-learning since all notes and chapter summaries can be found there.

Question 1

This question attempted to put you in the consumer’s shoes to identify, understand, and condemn unethical marketing practices. As marketing students aspiring to be marketing professionals, it is also crucial to understand ethics in marketing. It is therefore the universities’ responsibility to train ethical business leaders especially in the business area responsible for product development and marketing.

The patterns of your answers focused mostly on different types of unethical advertising, it was very important to understand that there is difference between unethical marketing and unethical advertising.

To answer this question properly, you firstly needed to understand these main categories of unethical marketing, and then understand the form of unethical marketing that falls under each main category.

- Exploitive targeting
- Manipulating consumers

Refer to the notes from the prescribed textbook chapter 16 to explore the four categories above. I expected the proportion of your adverts selection to cover those categories.
Example 1

Exploitive targeting
The picture below is not necessarily an advert but it presents a good example of exploitive targeting because its packaging design is directly marketing to children. Though kids might not have money to buy the product, they influence their parents’ purchasing decisions. Colgate in this case was unethical to target children because the Peppa Pig character on the Colgate packaging doesn’t add any consumer informational value.

Credit: google images
Manipulating Consumers

This KFC advert can also be an example of unethical marketing because it is manipulating the consumers to eat more though the fried chicken is not health especially eaten in quantities. This form of unethical advertising is called Tinkering with Consumers’ Perceptions especially in this case by increasing consumers’ consumption by selling chicken in a bigger package.

So, I will not give five examples, but for all the five advertisements you chose, you were expected to approach them in this way, by identifying the category under which the unethical marketing falls, and then identify the form/ type of unethical marketing in the advert.
Question 2

This question expected you to apply your attitude towards a brand (MultiChoice Namibia). It is very important to understand how consumers' attitudes are formed and how they influence the consumer's behaviour toward a product or service. As a marketing professional, it is important to understand what knowledge consumers have about your product or brand, how they acquired that knowledge, and how it shapes their final purchasing decision. This all happens through a process that is explained by the Tricomponent Attribute Model.

To answer this question properly, 5 marks were allocated for the definition of the concept (Tricomponent Attribute Model) and in your definition, you were required to demonstrate your understanding of the concept with a relevant example.

A Tricomponent Attribute Model is formed by three components namely cognitive, affective, and conative. The cognitive component is what one thinks or knows about an object as a result of direct experience or learning from others. Example, I know that Telecom Namibia’s Wi-Fi is not always reliable but quite affordable because of my experience from using it.

The affective component answers the question of how do you feel about the brand or product (one's emotion) about a brand. Do you feel good or bad toward a brand? For example, though I had some bad experiences with the Telecom Namibia’s Wi-Fi services, I still have a good feeling toward them because they compensate for the days my Wi-Fi has been off.

The conative component dictates the action an individual may take toward an object. In the purchasing process, this could be the likelihood of the consumer to buy or not to buy a product. The action is usually informed by the other two components. For example, I still make use of the Telecom Namibia’s Wi-Fi services regardless of their unreliability because I enjoy how fast and affordable they are.

In the case of the concept application to the DStv, this was the best way to answer the question clearly by answering this question.
### What do I know about DStv?

### Where did I get the facts I know about DStv?

### What perceptions I have toward DStv?

### How were these perceptions formed?

### What are my general feeling toward DStv? Do I like it, Do I trust it?

### Why do I have these feelings toward DStv?

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<th>How the feeling I have toward the DStv will might affect my action toward DStv or have affected my action toward DStv? What inspired my action</th>
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So, it is important to understand how this model can help marketing professions to understand how consumers form a certain attitude toward their brands and act accordingly to enforce or change those attitudes.

### Question 3

3.1 I have noticed that the patterns of your answers to this questions revolved around the impact an endorser have on an endorsement i.e. the characteristic of the celebrities used in the adverts. The question required you to focus on the whole endorsement package.

Below are the issues marketing professionals have to consider when working on endorsements to make sure they make an impact. Overlooking these issues/factors can negatively affect the effectiveness of an endorsement and paying attention and incorporate them in their endorsements deals will help the deals to be effective:

- Effectiveness is related to the message and its ease of comprehension
- Synergy between the endorser and the product types is important.
- Endorser's demographic characteristics should be similar to the target
• Endorser credibility is not a substitute for corporate credibility
• Endorser’s words must be realistic for them

Marks were allocated also for applying these factors/issues to the advert you chose, by analyzing whether the advert has considered with these factors or not. See the example below:

Credit: google images

Effectiveness is related to the message and its ease of comprehension

This advert has taken this factor into consideration because the advert’s message is clear that one can share KFC by buying the KFC bucket. The company cares and promotes sharing attitude as much as Ronald shares passion with his fans.

Synergy between the endorser and the product types is important.
The fit between the celebrity and the product endorsed, the higher the persuasiveness of the message. Do you believe Ronald really buys KFC, Sure there quite a misfit between
KFC vs Christian Ronaldo. Professional footballers have strict diets that help them stay fit. KFC is fast food brand and fast food have a reputation of being unhealthy food.

**Endorser's demographic characteristics should be similar to the target**
This endorsement considered this factor very well. Christian Ronaldo is well known superstar in a sport supported by people of all age and gender. But the advert might not effectively appeal to his rivals.

**Endorser credibility is not a substitute for corporate credibility**
With few rape cases against Ronaldo, his image is credible because none of his sponsors, Thus, Ronaldo’s credibility will not substitute the fact that KFC’s fast food are unhealthy.

**Endorser's words must be realistic for them**
Do you believe that Christian Ronaldo really eats KFC? Sure we know that he doesn’t perhaps. Do you think you will buy KFC because of this encouraging message from Christian Ronaldo? If not, it is because you don't believe in his words.

**Conclusion**
I hope this feedback helps with how you should approach the next assignment and prepare for the examinations. Don’t wait until the examination then it is when you want to study. This course is the best because you can almost apply its concepts in your daily lives, but you can only do that if you study on the everyday basis. I wish you luck with your next assignment.

**Reference**