

Name: \_\_\_\_\_ Section: \_\_\_\_\_  
Date: \_\_\_\_\_ Score: \_\_\_\_\_

### Activity 1

#### Instructions (6 items x 5 points):

1. Choose five (5) friends or family members to participate in this activity.
2. Complete the boxes with factual scenarios and supporting details about a recent decision-making process as a customer or consumer.
3. Create a customer profile and market segmentation based on the information gathered. Refer to **Pages 1-2 of 06 Handout 1.**

#### Stage 1: Need Recognition

Guide questions:

- When was the most recent time you purchased a shampoo online or in person?
- What triggers or motivates you to make this purchase?

Person 1:	
Person 2:	
Person 3:	
Person 4:	
Person 5:	

#### Stage 2: Information Search

Guide question:

- How did you gather information about the shampoo you just bought?

Person 1:	
Person 2:	
Person 3:	
Person 4:	
Person 5:	

#### Stage 3: Evaluation of Alternatives

Guide question:

- What other options or alternative shampoos did you consider?

Person 1:	
Person 2:	
Person 3:	

Person 4:	
Person 5:	

#### Stage 4: Make the purchase

Guide question:

- When you bought the shampoo, what were your most important considerations?

Person 1:	
Person 2:	
Person 3:	
Person 4:	
Person 5:	

#### Stage 5: Post-purchase evaluation

Guide questions:

- Are you satisfied with your purchase? Rate it from 1-10 (10 as the highest).
- Would you continue purchasing the same brand in the future?

Person 1:	
Person 2:	
Person 3:	
Person 4:	
Person 5:	

#### Customer Profile and Segmentation Analysis:

Rubric for grading:

CRITERIA	PERFORMANCE INDICATORS	POINTS
Content	Provided pieces of evidence, supporting details, and factual scenarios	3
Organization of Ideas	Expressed the points in a clear and logical arrangement of ideas in the paragraph	2
Total		5