

Marketing Strategy

Improving the CMU Bookstore sales

Consumer Behavior | 45-836



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Why CMU bookstore?

- 1. Problem we faced ourselves**
- 2. Problem we frequently hear about**
- 3. Impact for CMU community**





Research Method

We used a three-step process to develop strategies for the CMU Bookstore

1. Identifying the Problem

- CMU Bookstore Observation
- Conduct Survey to identify consumer needs

2. Strategizing Solutions

- Analyze Survey results to identify key problems
- Analyze consumer behavior behind the problems
- Develop methods to address key problems

3. Testing & Iterating Solutions

- Conduct follow-up survey to evaluate potential solutions
- Develop strategy to increase sales





Identifying the problem

Crafted a survey to identify the high-level pain points among CMU students

Survey questions included:

1. How did you hear about CMU Bookstore?
2. Which items do you purchase frequently?
3. How much do you usually spend per visit?

Four main pain-points stood out

Survey results, n=64

Low Visibility

63% of students assume there is a bookstore but were not aware of the bookstore until they happened upon its physical location, 5% said they haven't even heard about it.

High Cost

69% of the respondents felt that items at the bookstore were too expensive.

Issues in Selection

- Similar products make students spend more time on the process of evaluation of alternatives.
- Students could not try-on apparel before purchase

Inconsistent Information

- The website is not frequently updated and students are unsure about the stock.
- Two different website for CMU Bookstore

Testing & iteration

Based on the second survey results, n=30



Strategizing Solutions

- Analyze survey results to identify key problems
- Analyze consumer behavior behind the problems
- Develop methods to address key problems

Testing & Iterating Solutions

- Conduct follow-up survey to evaluate potential solutions
- Develop strategy to increase sales



PAIN POINT #1

Visibility

- 63% of students happen upon the bookstore while walking around campus
- 3% through instagram
- 45% through word-of-mouth

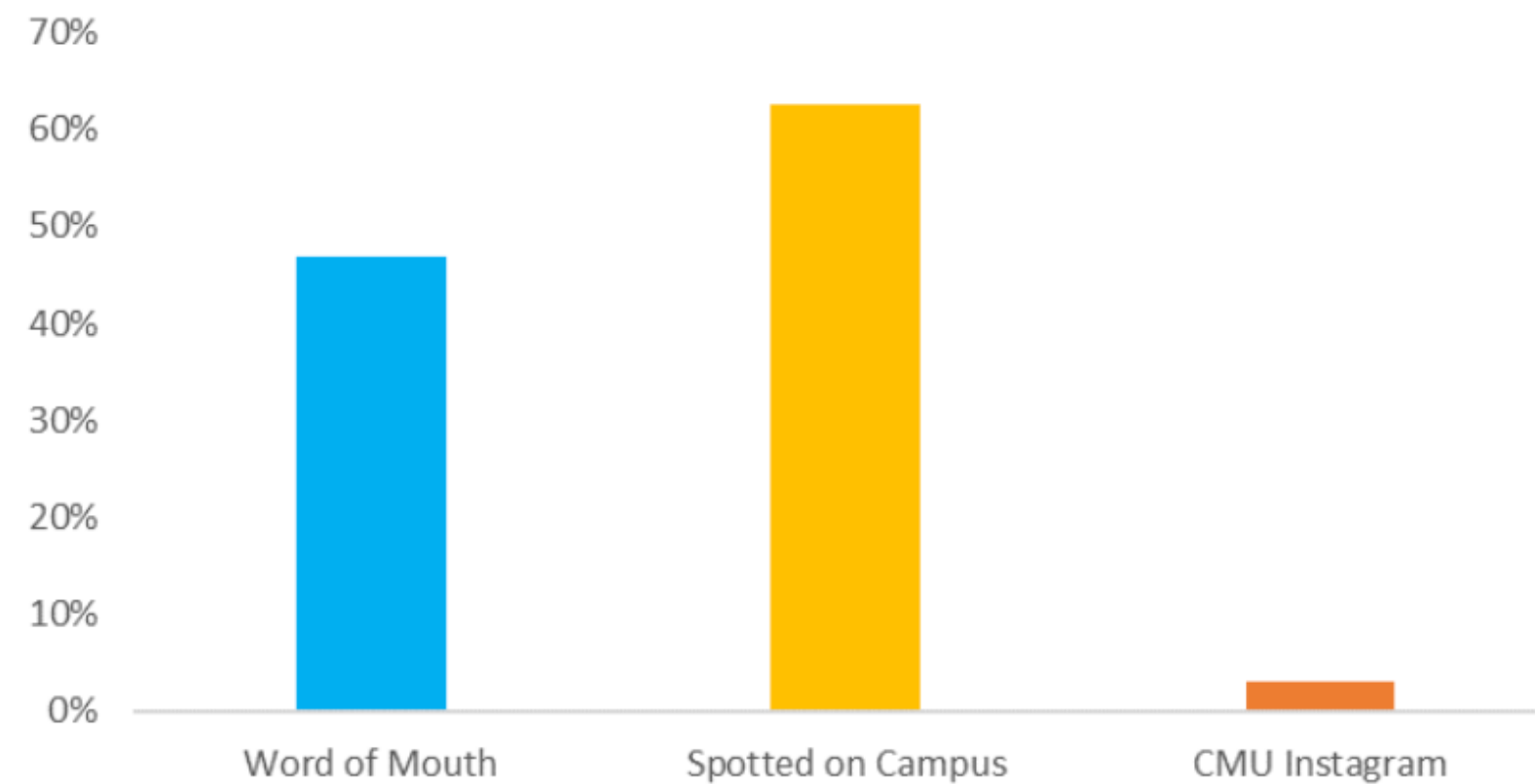
" I assume they'd have one but I couldn't find it until someone gave me directions"

Source: survey

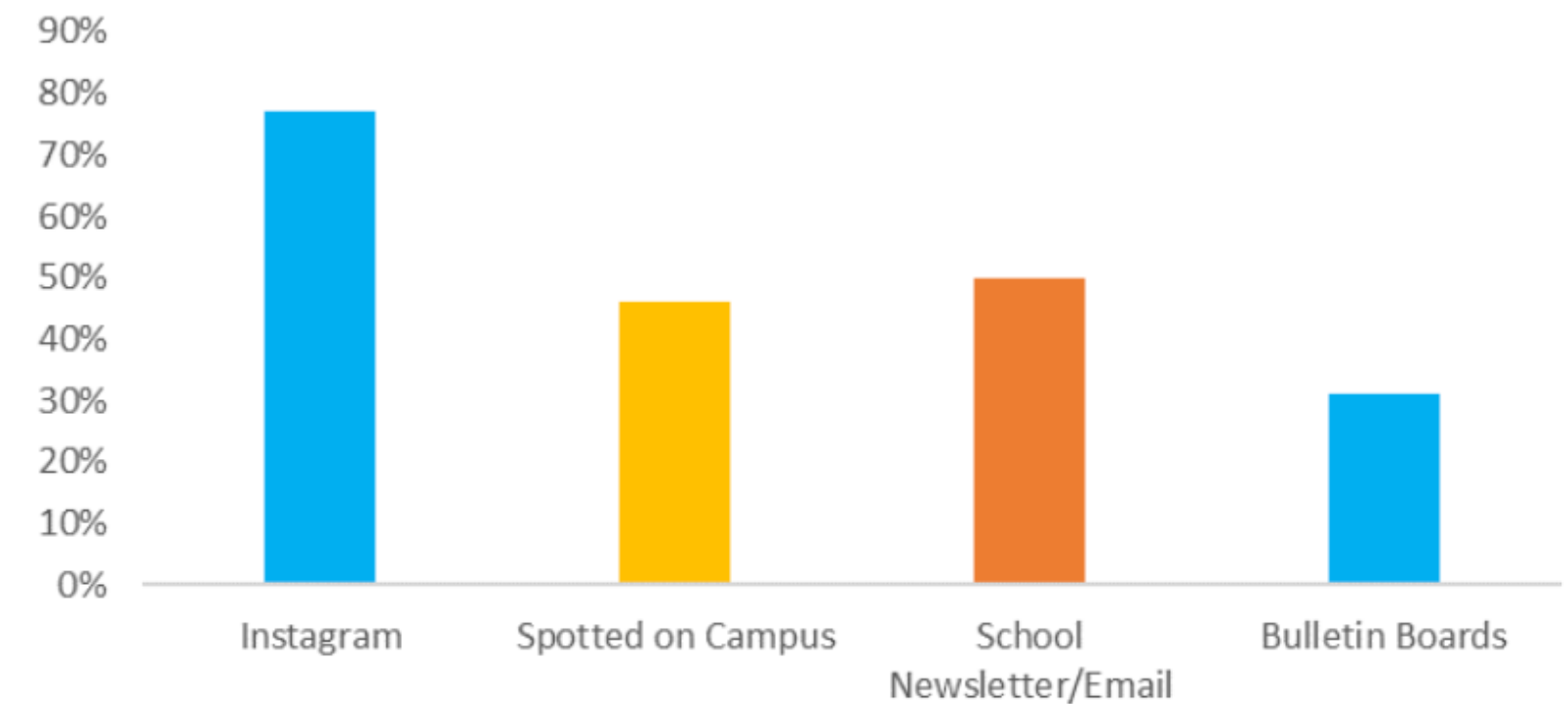


Missed Opportunity - Leverage Instagram

How did you find out about the CMU Bookstore?

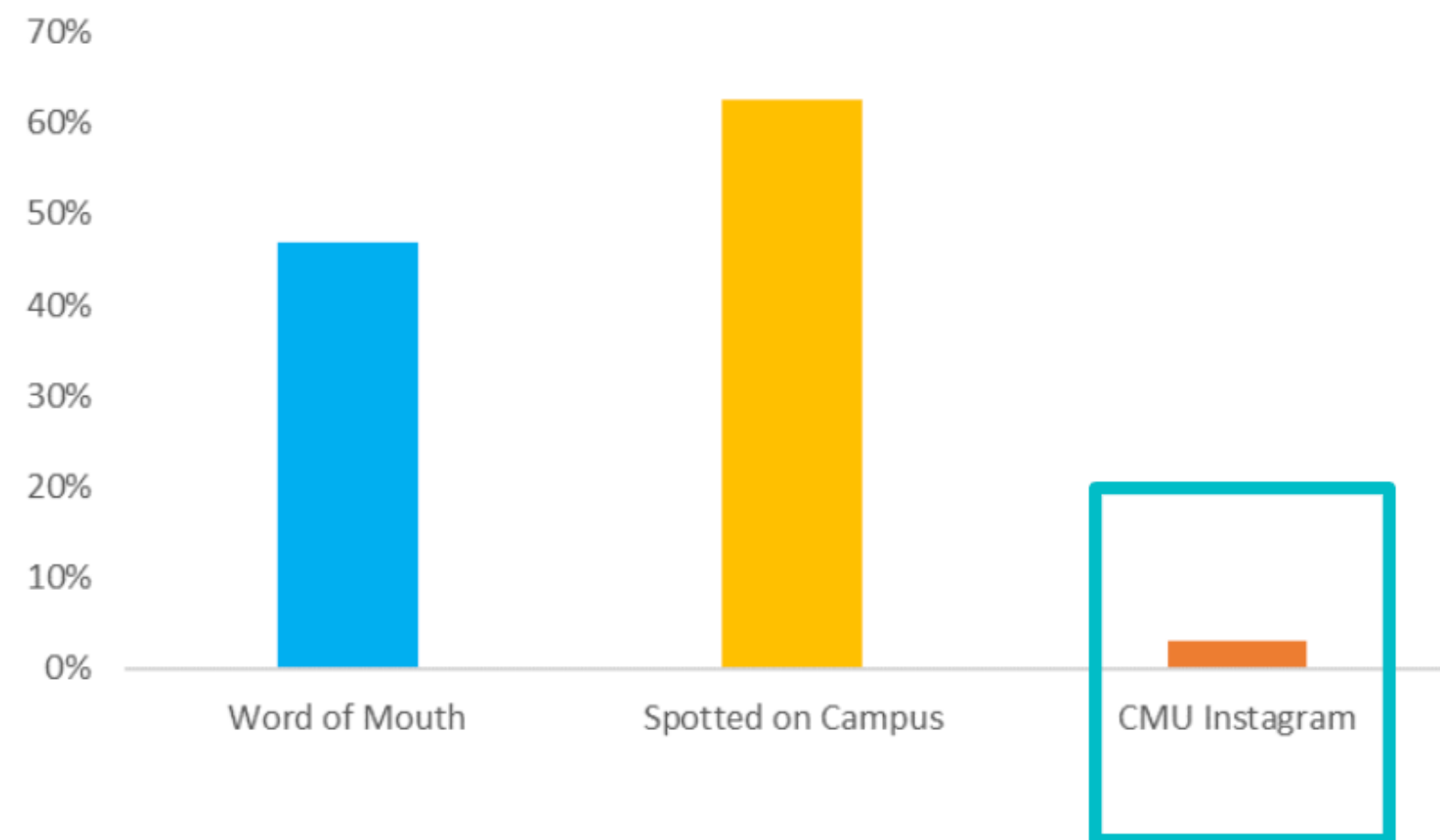


How do you find out about campus events/promotions?

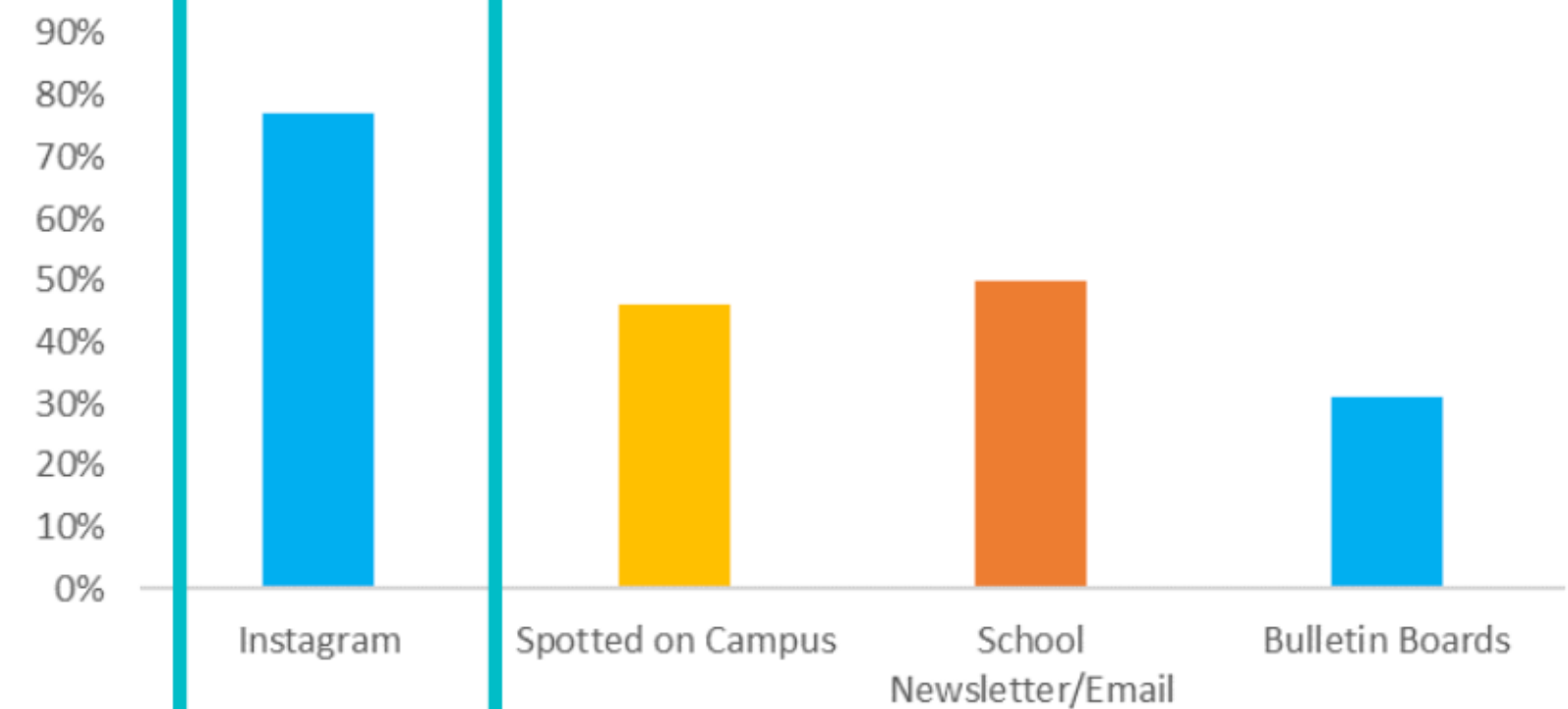


Missed Opportunity - Leverage Instagram

How did you find out about the CMU Bookstore?



How do you find out about campus events/promotions?



Confirmation bias

Digital Marketing



Instagram is the primary method of communication for events and promotions and yet is the least likely method for discovering the bookstore.

The bookstore should increase their IG presence in order to expand their reach.

- CMU
- GSA
- Each school's IG page

Other potential ideas



Orientation day gifts

Students could be asked to pick up gifts or other required course material during the first week of school, CMU Bookstore will have a higher visibility and nudge students to buy CMU merch.

Strategic Signage

Placing signage on intersections with high traffic like on Forbes avenue.





PAIN POINT #2

Cost

69% students feel that items in the bookstore are too expensive

"Merchandise is too expensive even for the students to buy for themselves, I would be buying a lot more stuff had it been priced decently"

Source: Survey



Framing Effect

Annual clearance sale

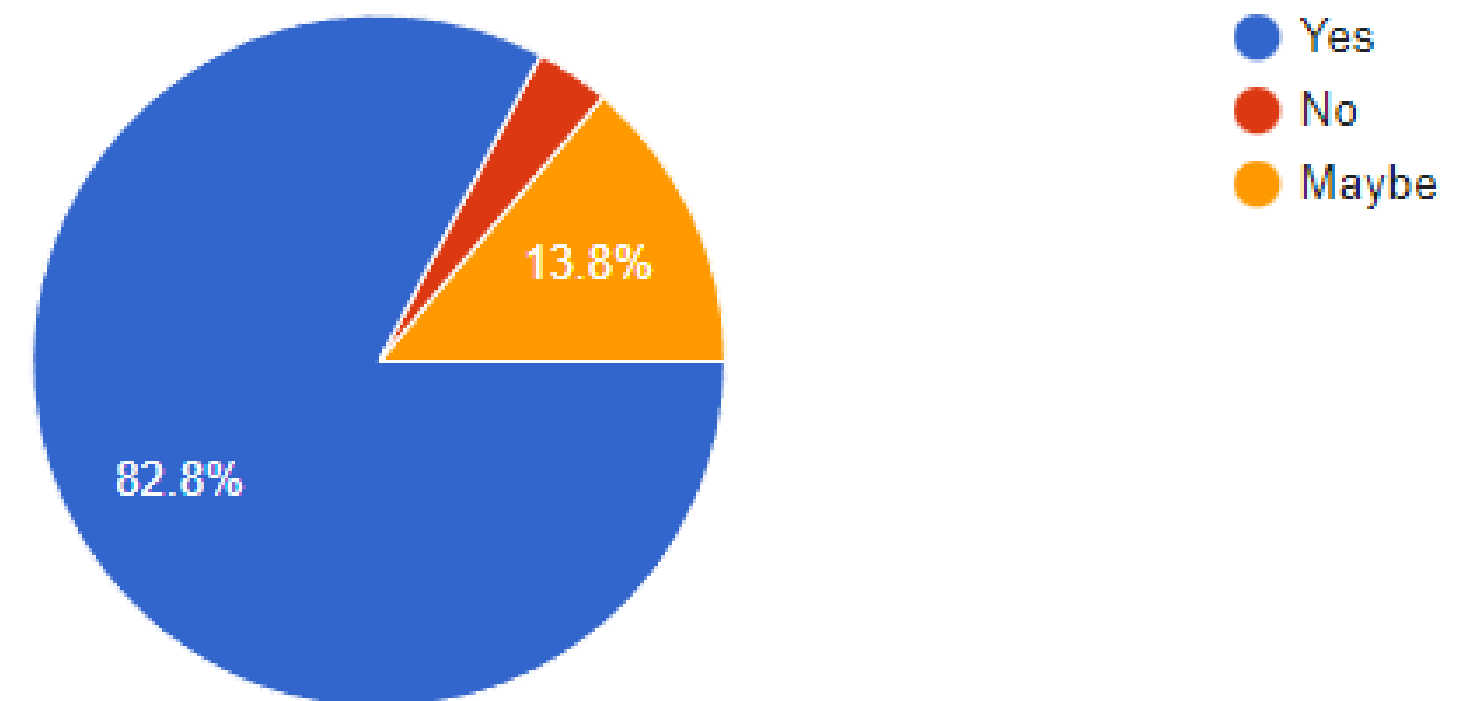
"This was priced at \$50, but its now at \$15"

From the survey conducted, 82.8% students would buy from a clearance sale.

The bookstore can have a clearance sale every year

Would you prefer buying CMU goodies from the clearance sale?

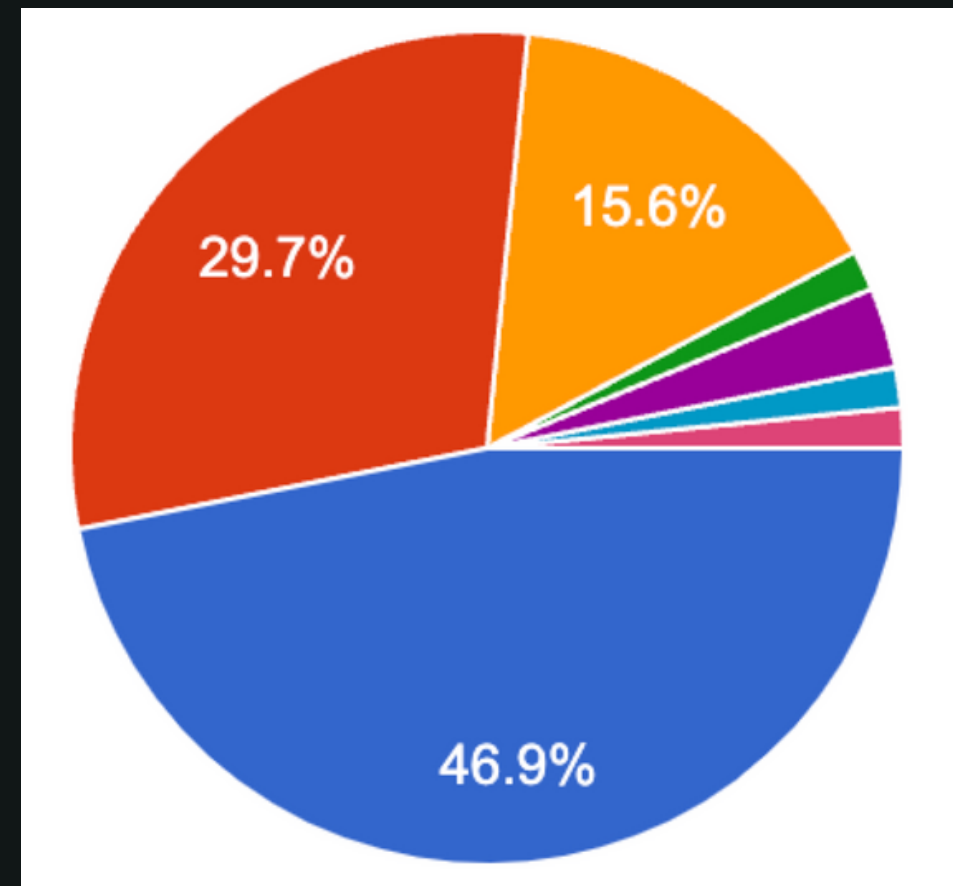
29 responses



Framing Effect & Scarcity heuristics

Add 'Treasure Hunt'

"Treasure hunt" section which has items less than \$20 and is available only for a short time.



- \$5 - \$20
- \$21 - \$50
- \$51 - \$80
- \$81 - \$110
- \$111 and more
- 20-35/40
- I don't want to spend any money at the bookstore unless I have to

Framing effect/ Boost from below

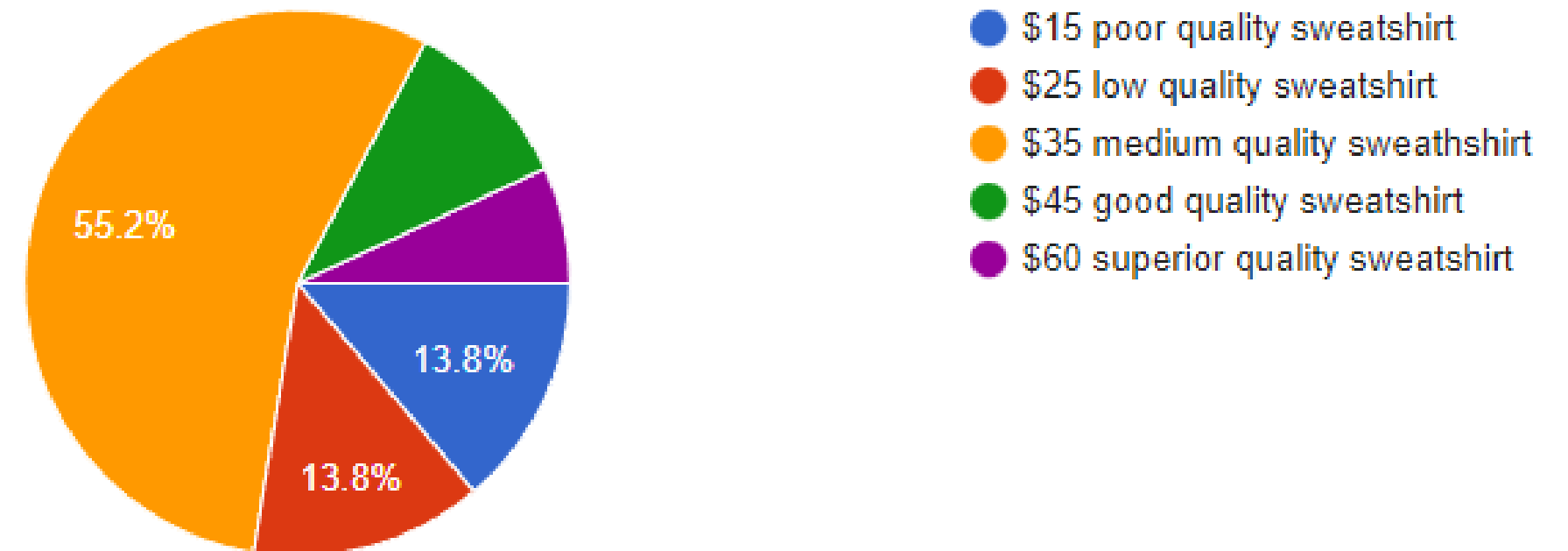
Pricing strategy

Majority of the crowd i.e 55.2% are willing to buy a \$35 medium quality sweatshirt.

Implement framing effect by introducing middle-tier cost.

I would buy a CMU sweatshirt that was priced at

29 responses





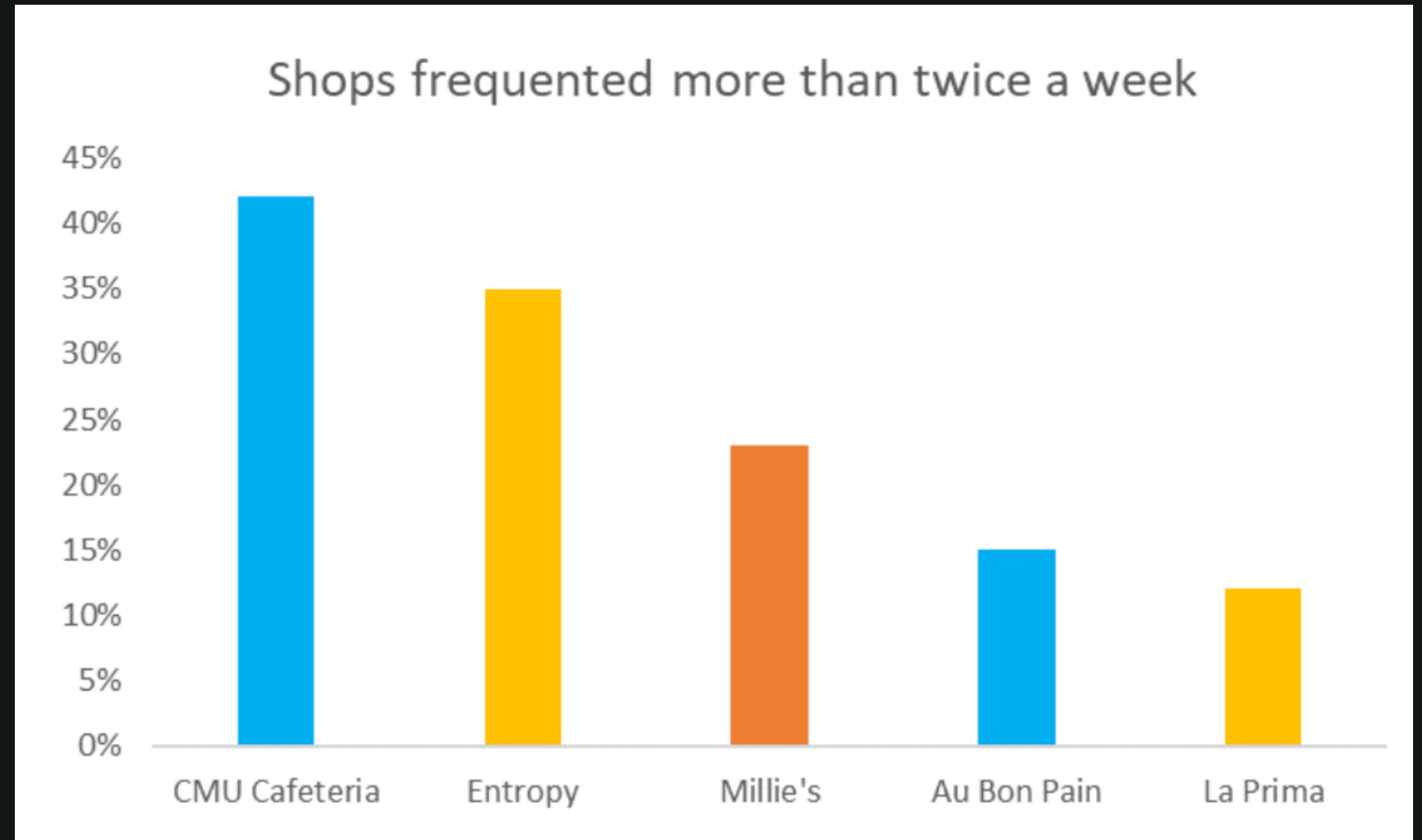
Other ideas

Loyalty programs

The bookstore could partner with on-campus shops for loyalty programs & build on the popularity

Gamification

Vending machines could have "Golden tickets" that build excitement around shopping from the store





PAIN POINT #3

Selection

Similar products make students spend more time on the process of evaluation of alternatives and end up buying nothing

"I do not like that there is no signage or online inventory, so I have to spend time looking for what I want"



Diversification & Scarcity heuristics



Limit options for lower cognitive load

Streamline product offerings for easy decision making

Mention how many items are sold and how many items are left to stimulate purchasing behavior



3-Line Wordmark Hoodie: Multiple Colors (XXL)	Big Cotton Shield Crew: Oxford	Champion CMU Dad Powerblend Crew: Oxford	CMU Seal Crew: Charcoal
2022121 \$37.99	2021699 \$39.99	2021731 \$39.99	2021534 \$39.99
	<div>New</div>		
Unwind Weathered Crew: White	Washed Terry Women's Fit Crew: White	Big Cotton '1900' Hoodie: Cardinal	Benchmark Seal 1/4 Zip: Maroon
2021427 \$39.99	2021696 \$39.99	2021700 \$42.99	2021532 \$42.99



PAIN POINT #4

Information

- Two CMU Bookstore websites
- Poor UX design of website
- Items sold in store can't be found online

"The website is TERRIBLE. you can't zoom in on clothes, it's really hard to check out in a straightforward way, and the selection is super limited compared to the in-person store."

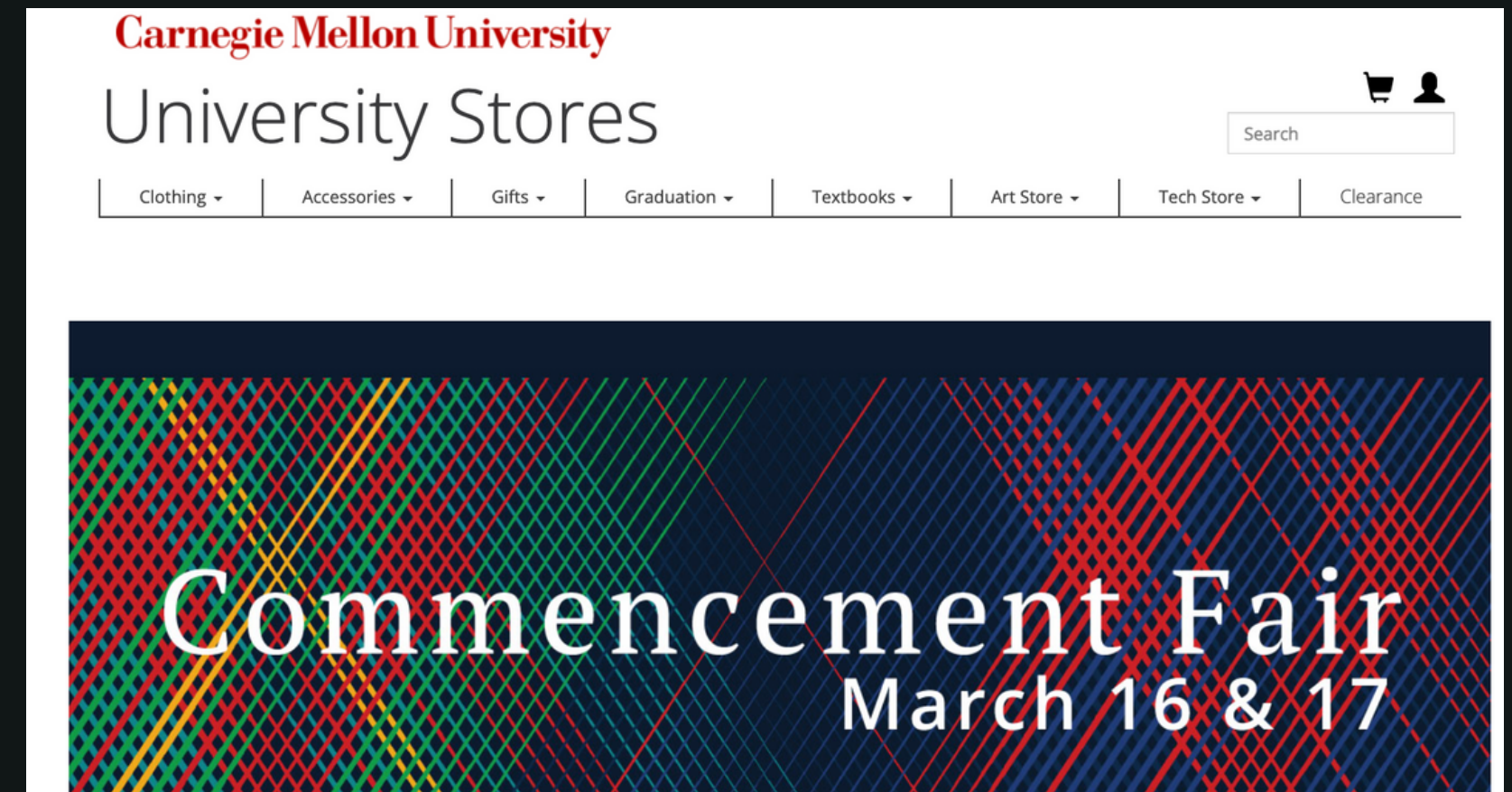


Consistency

Consistent content for better information search process

Website redesign to have only one website and improve the checkout UX

Keep the website updated to make information consistent both in store and online



Roadmap

What should the CMU bookstore do next?

Now



- Utilize the CMU Instagram account to advertise the bookstore
- Rebrand the bookstore to a more relatable title

1-2 years



- Add a selection of limited time offerings to increase repeat visits
- Streamline the selection in store to make decision making easier

3-5 years



- Partner with shops on campus to share loyalty programs
- Update-to-date Website, better UX design

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Thank you!

Any questions?