

Background:

[NAME] has just moved from her parents' house to a new city a few kilometres away for a new job after graduating from university. Until now, she used to drive her parents' cars, both from the same brand, as they told her that there was no need for a third car in the household and she could walk to university.

Now residing and making a living alone, even though her new city is well-served by the bus and train networks, [NAME] decides to buy a car of her own. As she states, it will be easier for her to visit her family and engage into her favourite activities if she has the freedom to drive around rather than relying on public transportation services. She decides to invest as much as possible as to buy a new vehicle instead of a second-hand one which she believes will not last as long and might have hidden faults and less warranty.

As this is going to be her first own car and she intends to keep it for as long as possible, she wants it to fit a few criteria, here listed in order of importance:

1. 5 seats to drive her friends around and possibly reduce the costs of commuting and traveling through car-sharing
2. 5 doors to make it easier and not lose time when transporting other people
3. Functional and quite large trunk as she is keen on sports such as skiing, hiking, and other sports that requires a lot of equipment to carry
4. Something elegant or classy
5. Quite recent (less than 3 years since the release)
6. Available in green, her favourite colour

After consulting her bank, she also knows that she can reasonably take a 18 000€ loan for her purchase, though a higher amount will most probably be rejected.

To be sure to make the right choice, she decides to compare a few models, and organizes information in the following table:

Choice	Brand and Model	Release date	Price	Pro	Con
A	Brand 1, Model 1	4 years ago	10 990 €	<ul style="list-style-type: none"> • Small, so perfect for the city • Cute • Doesn't consume much 	<ul style="list-style-type: none"> • 2 seats • 3 doors • Small trunk • Not available in green
B	Brand 2, Model 1	4 years ago	15 490 €	<ul style="list-style-type: none"> • Same brand as parents' • Classy and elegant • Decent trunk's size • Available in emerald green 	<ul style="list-style-type: none"> • 3 doors • Consumes quite a lot
C	Brand 2, Model 2	2 years ago	22 690 €	<ul style="list-style-type: none"> • Same brand as parents' • 5 seats • 5 doors • Feminine and classy • Available in emerald green 	<ul style="list-style-type: none"> • Much more expensive than the others • Consumes a lot
D	Brand 3, Model 1	Last year	9 690 €	<ul style="list-style-type: none"> • Least expensive • 5 seats • 5 doors • Doesn't consume much • Available in green 	<ul style="list-style-type: none"> • Looks grotesque and quite cheap • Available green looks greyish
E	Brand 3, Model 2	Last year	11 990 €	<ul style="list-style-type: none"> • 5 seats • 5 doors • Big trunk • Doesn't consume much • Available in green 	<ul style="list-style-type: none"> • Really a mom's car • Kind of ugly
F	Brand 4, Model 1	This year	11 000 €	<ul style="list-style-type: none"> • 5 seats • 5 doors • Quite small so perfect for the city • Doesn't consume much • Available in green 	<ul style="list-style-type: none"> • Small trunk • Looks like a yoghurt cup • Available green is too pale
G	Brand 4, Model 2	2 years ago	20 600 €	<ul style="list-style-type: none"> • 5 seats • 5 doors • Huge trunk • Available in green 	<ul style="list-style-type: none"> • Quite masculine • Consumes quite much • Available green is too pale

Questions:

1 – According to the chapter, which consumer value can you link every criterion with? Define the different values in your own words and explain why they are linked with the criteria

2 – Is there any misdirected consumption phenomenon you can link to [NAME]'s criteria?

3 – By studying [NAME]'s criteria and table of comparison, which car do you think she should buy? Justify your answer.

4 – Eventually, [NAME] decides to buy car C. Those are her justifications:

"I think this car is the most beautiful and convenient. I love the emerald green, and it will make it easier to spot if I forget where I parked. Also, I will be able to buy it at the same dealership my parents

bought theirs, because it is the same brand, so it will be easier for maintenance and other such things as they already know everybody there and it is only around an hour away from where I live now. Also, I personally like that brand because... you know... I always saw my parents driving cars from them, and we never faced any major problems, so I assume it's a good brand.

It is over my budget, but my parents agreed to lend me some money that I will reimburse when I will be able to... which might not be before a few years, unless I get promoted at work. I am a bit concerned about gas costs though as the car consumes quite a lot, but I think I can handle it. Also, as it is fairly spacious, I might share the cost with car-sharers."

Which of her arguments seem rational to you? How can you explain her choice?