1.03 Marketing Discussion

I discussed with my dad about market research. We talked about how it this is very commonly used by many firms to find out what the customer’s input into things is. He mentioned how we actually experienced this same idea when he had his own little restaurant, and we allowed our customers to write in suggestions and/or complaints about our food and service. This helped my dad improve his business.

I had a bad experience with bad marketing this one time when I tried to buy a video-game online off of this random website. The website did not meet my needs because it did not answer any of the questions I had in mind about the game or seller. When I was looking for information about the game as such, “Is it new or used”, or even if “how much does shipping cost?” –I could not find any of it. Maybe if they were aware of the target audience, they would have known people would need this information in order to buy the product, and made it available in a very easy and plain way. They would have maybe given some type of way to communicate with them through email or phone in case we had any questions. All of these would have helped them when selling their product and making us, their customers happy.