

## **A. ASSIGNMENT RECAP**

- Choose a real physical store
- Analyze situational analysis of the store
- Depending on those analysis, determining what is good, what is not good
- Depending on not-so-good thing, provide recommendations

Suggested structure:

- I. Introduction
- II. Situational Influences Analysis
  1. Physical surrounding
  2. Social surrounding
  3. Temporal influences
  4. Task definition
  5. Antecedent Stage
- III. Recommendation

## **B. KEYWORD EXPLANATION**

- Situational Influence: Temporary conditions that affect consumers' behaviors (product display, light, music, staff's energy,...). It includes 5 dimensions below
- Physical surrounding: The ambience, layout, and design of a store or shopping area. For example:
  - + Types of customers in the store
  - + Queues and crowding
  - + Whether the consumer is likely to be known by others/recognised
  - + Whether there are high-profile people/celebrities shopping at that store
  - + Whether the product will be consumed privately or in the presence of others
- Social surrounding: People in the surroundings affect consumer behavior. For example:
  - + A son going shopping with mother can influence her purchase.
- Temporal influences: Time factors affect consumer behavior. For example:
  - + The product is seasonal
  - + The product is urgently required (snack between lectures)
  - + Time available for shopping limited/excess

- Task definition: A specific purpose to select & shop for a product. For example:
  - + Is the product utilitarian or used as a status symbol?
  - + Is it a gift, or for oneself?
  - + Must the product be long-lasting/tough, or decorative? (an everyday watch or a dress watch)
  - + Is the product intended for several uses? (a family computer for study and for internet access)
  
- Antecedent states: moods and conditions when buying. For example:
  - + Mood:
    - i. Feeling sad triggers buying sweets or seeing a funny movie
    - ii. Feeling rejected triggers buying games software
  - + Momentary conditions
    - iii. Can't eat ice cream because teeth hurt
    - iv. Can't buy a book because the credit card was left at home
    - v. Buy more groceries because you are hungry before shopping