

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:
 - Feeling sad triggers buying sweets or seeing a funny movie
 - Feeling rejected triggers buying games software
 - Momentary conditions
 - Can't eat ice cream because teeth hurt
 - Can't buy a book because the credit card was left at home
 - Buy more groceries because you are hungry before shopping

C. Reference

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