

D. Detailed guidance

1) Introduction

Introduce the product you choose. You can follow this flow: Introduce product name => product category => brand name => when & where you buy => Price

In this outline, we will focus on 2 examples: Honda Vision and Macbook Pro M1 2020

Example:

Comprehending the customer decision-making process holds significant importance for businesses, enabling them to grasp marketing opportunities and challenges, as highlighted by Quester et al. in 2013. This paper serves as a documentation of my personal consumption journey involving a high-involvement purchase, spanning the five stages of the decision-making process, with the aim of examining how theoretical principles manifest in practical scenarios.

Product Acquired: Honda Vision 2019 (Standard Version)

Price: 31,200,000 VND

Purchased from: Honda Thai Nguyen

Date of Purchase: January, 2022

Brand: Honda

High-involvement purchases are considered a crucial phase within the decision-making process, necessitating a methodical evaluation of numerous alternatives, according to Nayeem and Casidy (2013). This document will provide insights based on my personal encounter with a high-involvement product across the five key stages of consumer decision-making.

Item Purchased: Macbook Pro M1 2020

Price: 28.500.000

Store of Purchase: Cellphone S Tran Duy Hung

Date of purchase: 9/10/2022

Brand Name: Apple

This introduction is pretty good, you can apply this as a formula for your assignment.

2) Problem Recognition

Basically this part, you describe your context of buying the product you choose with theory attached. You can follow the below flow for this part:

- *3-4 first sentence*: The way you recognize a problem (In other words, why do you have to buy that product). You should relate to the theory of actual and desired ideal state above
- *2-3 next sentence*: Determining the factors affecting your problem recognition (In other words, besides the reason that you have just mentioned, you should add more external reasons that encourage you to buy that product?)
- *1-2 next sentence*: Remember at that time, did any advertising or promotion influence you? (For example, you watch a Facebook ad, or the product you were considering to buy provided a discount....)
- *1-2 final sentence*: Conclusion: You should emphasize whether marketers affect your problem recognition, or you recognize by yourself

Remember to integrate theories & journal articles to make your paragraph more academic and reliable.

Example:

In my own experience, I became aware of a problem when I noticed a decline in the performance of my old laptop (Macbook Air 2017), which I had used for almost 4 years. In specific, the laptop's battery life had significantly shortened, necessitating consistent charging to keep it operational, causing inconvenience in my daily life (**actual state**).

→ Non-marketing factor, since it starts from the reference group that when entering university, everyone has a new laptop → escalate my esteem need (**Maslow's Hierarchy of needs**)

→ Need a new laptop for my daily work and life (**ideal state**). This led me to invest a significant amount of time exploring various flagship laptop series with the goal of attaining my desired outcome. During this process, I recognized that my initial problem

stemmed from a personal need, and the advertisements from various brands did not significantly influence my decision to address this issue.

3) Information Search

You should follow this flow:

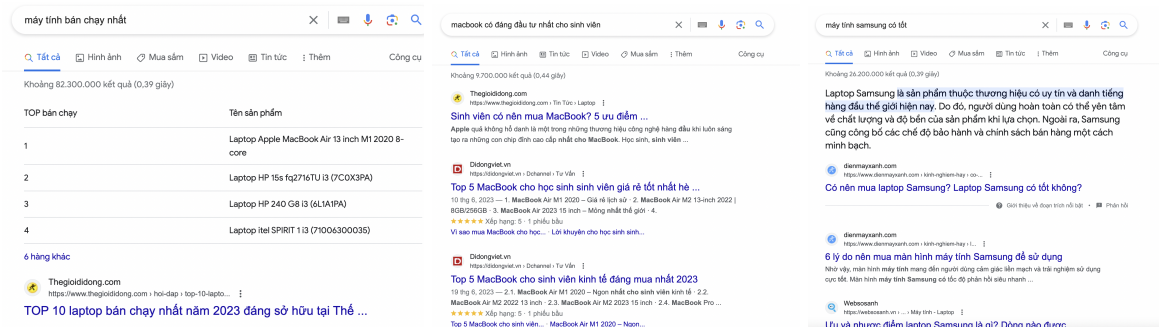
- *2-3 first sentence:* How you find the information of that product. You should relate to the theory of Internal and external search:
 - Internal search: Has that product been in your mind before? (For example you heard about it in the past or accidentally saw it somewhere)
 - External search: You find information on which platform: Google, Facebook...? Was there any word-of-mouth information?
- *3-4 next sentence:* Determining whether marketers influence your searching process (Like you watch billboards, Facebook ads, advertising on TV or other online platforms). Which source influence you the most and explain
- *1-2 final sentence:* Determining some of the products that you consider after the searching process

Example:

- Internal search: Look for brands that I assume as high-quality and frequently appear around me such as Apple, Dell, and HP.
- External search: Ask for advice from friends and family members → Suggested that Apple and Samsung are the most frequently-used brands → Focus on Apple and HP more.

→ Independent research on their websites and reviews to gain more insights:

- In particular, HP and Apple consistently featured prominently on the search results page; this suggests that their marketing teams have successfully optimized keywords to align with customer demand (Iskandar & Komara, 2018). Furthermore, leveraging word-of-mouth (WOM) through good reviews could be a viable strategy for brands, as it provides a means for consumers, including influencers and experts, to disseminate their product experiences to others.



4) Evaluation

You should follow the following flow for this part:

- *2-3 first sentence*: Determining criteria that you use to choose a product, and explain why you choose them with academic references

Example:

Surrogate indicator: The durability is the most important factor to evaluate → Consider about the origin manufacturer: Japan is usually assumed by VN consumers about their high-quality and durable products (Deloitte, 2019)

- *2-3 next sentence*: After choosing criteria, ranking the level of importance of each criteria you choose by quantitative method, and explain why you rank in that way with academic references.

Example:

Likert scales measurement: Durability is the first priority → Honda & Yamaha will gain higher points

Next is the price and warranty service... The evaluation across all criteria will be determined through my online investigations, engagement on social media platforms (such as YouTube, Facebook, and TikTok), and insights gathered from reference groups comprising both consumers and experts.

- Draw a table of evaluative criteria like this:

Evaluative Criteria	Importance of Criteria	Honda Vision	SYM Shark 50	Yamaha
Durability	40	2*40=	1*40=	3*40
Price	25			
Design	15			
Warranty service	20			
Total	100			

- After determining the score, providing conclusion with your final decision
Example: The highest overall score is... Therefore, employing the compensatory decision rule and surrogate indicators, I made the choice to select the due to its impressive performance ratings.

5) Store selection & purchase

Here is suggested flow:

- *2-3 first sentence:* Describe the process of choosing a store to buy the product you wanted (Was it a physical store or an online store? Why physical or why online? Explain with academic references)
Example: Online shopping is gaining popularity nowadays thanks to its convenience (Bashir et al. 2019). However, when it comes to high-priced items, I usually purchase in-store to try the product and reduce the risks
- *2-3 next sentence:* Pointing out some choice of the store that you consider, and what criteria led you to decide the store where you purchased it? (customer service, price, close distance, attractive warranty). 1-2 academic references to strengthen your choice is recommended.
Example: After researching on the Internet, I finally decided to physically go to Cellphone S Tran Duy Hung and FPT Cau Giay, since they are both near my house. FPT Cau Giay is 1 km nearer, and it has a discount promotion for freshmen,

so I decided to opt for FPT Cau Giay first and Cellphone S Tran Duy Hung as the substitute.



- *1-2 sentence:* Why did you buy a particular product instead of a competing one? Explain?

Draw a evaluation chart like the one below:

Evaluative Criteria	Importance Points	FPT Cau Giay	Cellphone S
Price			
Services			
Display			
Payment options			
Total			

Explain why importance points are important, and show evidence for all the comparison between 2 stores.

Sum up why you choose a particular store instead of a competing one

- + FPT Store: The color I want (Black) is out of stock & the attitude of the salesperson negatively affect my purchase experience

- + Cellphone S: All Macbook version and colors are in stock, the price is a bit lower, but what I truly like about Cellphone S and choose it instead of FPT is:
 - The attitude of the salesperson: warm welcome with a smile, welcome drink and introduce the product specifically (*By helping a buyer obtain product information and providing guidelines about what should be expected during the acquisition process and use of a product, a salesperson may influence customer expectations concerning the product and thereby reduce the likelihood of negative disconfirmation with its accompanying dissatisfaction (Grewal and Sharma, 1991).*)
 - Acknowledging that consumers typically conduct thorough research when considering high-value purchases in physical stores (Schmidt, 2016), Cellphone S offered a more reasonable price, and also a discount promotion for students
 - The availability of all colors, models
- 1-2 final sentence: You choose what method of payment. Does it influence your purchase decision?

NOTE that for each of the arguments, you must relate to theory in the course (review slide). The more citations you have, the higher grade you gain

6) Post-purchase process

- This marks the concluding phase of the decision-making process, during which businesses should examine customer behavior to enhance customer retention and optimize profits (Qazzafi 2019)
 - 2-3 sentences: Describe your feelings before, during, and after the purchase
 - 1-2 next sentence: Did you refer the store or product to other people verbally or on social media? Explain why depending on your feelings throughout purchase process

Example: Cellphone S has launched a lot of workshops for buyers to experience and try out the product before purchase. They have satellite networks (S Channel,...) to help promote the newly launched product, with funny and engaging content.

- *2-3 final sentence*: Describe your experience with usage, and were there any sales, further customer service and loyalty programs after buying?

Example: Free warranty of the first year; free supplementary services to protect the laptop. The laptop runs smoothly, with a high storage and outstanding battery life, which I only have to charge every 2 days.

→ Hence, I found myself thoroughly impressed with both the store and the Apple brand, prompting me to share my buying encounter with others. As indicated by Bughin, Jonathan, and Ole in 2010, favorable word-of-mouth has the potential to influence 20-50% of consumer buying decisions, which could prove beneficial for the brand in the long run.

NOTE that to answer questions **WHY**, you must have academic references and related theory if possible

7) Customer journey map & recommendations

You can use this customer journey template, summarizing all your analysis above:

Customer persona		Scenario/ problem:		Goal: A laptop with outstanding battery and high-durability to use for a high workload	
		- The old laptop's performance is getting worse after using 4 years - Jealous when friends having new laptops			
+ Freshman looking for a laptop with a good battery and high durability + Middle income + Active & trendy	Problem recognition:	Information search	Evaluation and selection	Store choice and purchase	Post-purchase process and advocacy

Touchpoints	Self-realization	Company websites, word-of-mouth, Google	Social networks Website, Word-of-mouth, review sites	Google, store website	Word-of-mouth
Customer actions, thoughts, and emotions	Aimed to have a new laptop that can meet higher demands	+View products' images, ready about their features +Make a list of products to consider	+Conduct extensive research on social media +Look for reviews from reference groups +Comparing price, features, warranty, etc. +Deciding product to buy	Choose buying online or offline, choosing a store through 4 criterias, visit the physical stores +Select the store that is nearest +Switch to the alternative choice due to the in-store influence (stock-out and the attitude of salesperson)	Share the feelings and recommend them to others.
User Experience – UX (gain points and pain points)					
Company's opportunities, KPIs					

For recommendations, write reversely compared to the negative experiences that you mention above. For example, if you said that the post-purchase is not good because they have no warranty, you can suggest that they should have warranty policy

→ **Recommendations:**

Vietnam has witnessed a rapid evolution of content creator economy, with 22,000 influencers and 180-280 new influencers emerging every quarter; The reviews from content creators and influencers have significantly influenced the purchase decisions

→ Honda Thai Nguyen should book a KOL and strategy that fits the objective and brand image to give information about the product in a more creative and engaging way, especially on Tiktok (since 77.5% Vietnam people are using Tiktok)

TIPS and TRICKS are integrated in the body, so no separated part further.