Internet Exercise

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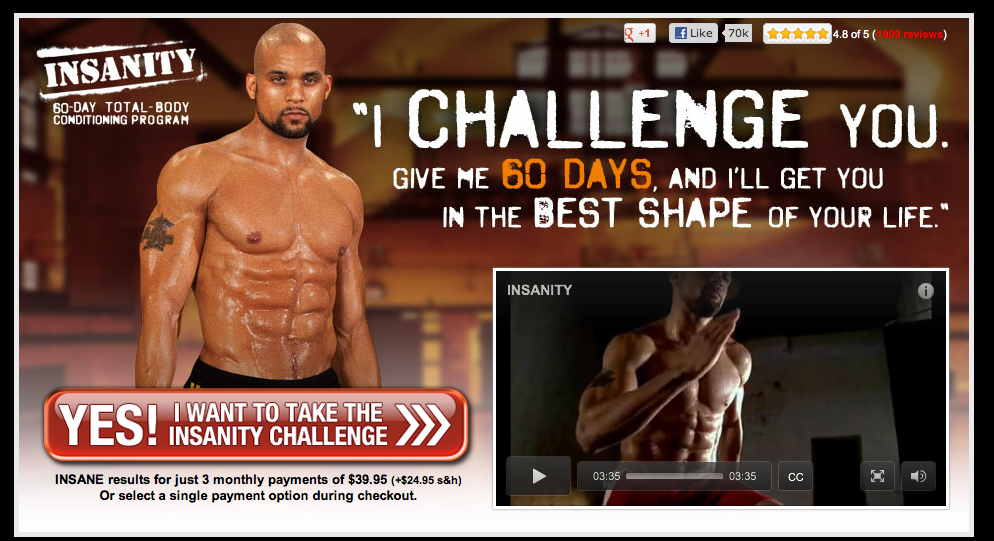
Professor Mickeal Donald

Problem recognition results when a consumer recognizes a difference of sufficient magnitude between what is perceived as the desired state of affairs and what is the actual state of affairs enough to arouse and activate the decision process. The actual state refers to the way in which a need is already being met and the desired sate is the way a person would like for the need to be satisfied.

For example, consumer information processing and the motivation process are highly relevant here. Consumers must become aware of the problem or need through processing of information arising internally or externally. They then become motivated. Thus, the process of problem recognition means that the consumer becomes aroused and activated to engage in some purposeful purchase decision activity.

**Insanity**

In the case of Insanity, The website demonstrates a problem that people have in losing weight and staying in shape. The front page has bold letter of “I challenge you” and in 60 days you’ll be in great shape. It is also followed by a motivational video with testimonials and depicts people’s stories and how they achieved their results. This site gives the consumer enough information to process the problem and gives the motivation factor to have the consumer solve the problem. The ad arouses the consumer and engages them into changing themselves and their body



Hulu.com

Hulu is an online video service that offers a selection of hit shows, clips, movies and more at Hulu.com, numerous destination sites online, and through our ad-supported subscription service, Hulu Plus. Hulu's selection of premium programming is provided by more than 350 content companies.

Hulu brings together a large selection of videos from over 350 content companies, including FOX, NBCUniversal, ABC, The CW, Univision, Criterion, A&E Networks, Lionsgate, Endemol, MGM, MTV Networks, Comedy Central, National Geographic, Digital Rights Group, Paramount, Sony Pictures, Warner Bros., TED and more. (Hulu.com)



If you pay attention to the screenshot, there are actually three placements where the company triggers problem recognition. Hulu Plus, Hulu on Xbox Live, and Hulu Latino. With the free version of hulu users cannot see all of their episodes and the ones that are current. Hulu solves this problem by offering Hulu Plus where you can watch all your TV shows with limited advertisements and anytime you would like from anywhere. Moreover, for the latino community Hulu has offered Hulu Latino where we can now watch our Spanish hits. As Hulu gives you a snapshot of their services through their free version, this can motivate the user to solve the problem of watching their show by subscribing to hulu plus.