



4. Imagine you meet a friend that has just been hired by a high-tech B2C company. He informs you that he is now in charge of developing a new communication strategy and of implementing a new megastore downtown. He tells you that he is struggling with this new challenge, and knowing that you've taken a consumer behavior course, asks you for some advice. He shares with you the following data:

-INFO 1: The company is trying to focus in two segments: one that is called the "YOUNGERS" and another one classified as "TECH OBSESSED". The first segment is mainly composed by young adults, recently first-employed, that show signs of some passion for new gadgets, but still don't know much about it. The second segment is mainly composed by male adults, life-time users of technological gadgets, with high income.

-INFO 2: His boss heard about some recent marketing findings to increase the in-store browsing activity, product evaluation and amount spend, and has put as requirement that these new techniques are used in the new megastore.

- a. [30 points] Based on the knowledge acquired in the article Bettman and Park (1980) please explain the kind of advices that you can give to your friend in order for him to develop a communication strategy adequate to the segments the company is targeting at.
- b. [20 points] Based on your knowledge about atmospherics, please explain how would you advise your friend regarding the techniques he could implement in the new megastore. Justify with theory, whenever you consider it is appropriate.

[tip: You should spend about 30 minutes answering this group of questions]