

Session 07.

Customers (Behavior, Research) – (W, February 16)

Discussion Questions

1. What is a customer need? What are your needs with respect to coffee makers? Cellular phones? Does the analysis of customer needs apply to services?
2. Why do we need a hierarchy of customer needs? How do we assure that the hierarchy represents how customers view the product? What are the dangers if the hierarchy does not represent the customers' perspective?
3. What are some ways by which you can measure customer preferences? What are their strengths and its weaknesses?
4. Will the market for cell phones saturate? When? Is saturation inevitable, or are there steps you can take if you were a cell phone manufacturer?
5. Give a real example of decision framing. Of the compromise effect. Of the managerial relevance of asymmetric dominance.

Readings

Note on the Voice of the Customer

Note on Consumer Behavior

Optional Readings

The Virtual Customer (*Journal of Product Innovation Management*)

Conjoint Analysis, Related Modeling, and Applications (*Advances in Marketing Research*)