

## Focus Group Study I

To provide a little background about the individuals I held the focus group with they were all working adults between the ages of 21-50, 1 is a single male with no children, and the 2 ladies are married 1 with children the other without children.

They all live in different parts of Illinois & Indiana. 2 reside in Illinois and 1 resides in Indiana. The focus group was focused on the driving reason behind the vehicles that they have purchased within the past 6 months.

The results of the focus group have been placed in a table for your review. To summarize my findings I would say that price was agreed across the board, and they all have different taste and reasons for purchasing the different make vehicles as well.

When it came down to the reason that led them to purchase the vehicle they purchased they all had different responses as well. All agreed that the vehicle that they purchased will be used for home as well as work use.

Finally I asked what influenced your purchasing decision and they all had different reasons. Completing this focus group definitely provided me with some insight on why they drive the vehicles that they drive and what they look for when making plans to purchase a new vehicle. Information such as this is valuable to a marketing manager because you can use the information that you have gained to entice the potential purchaser that much more.

Questions	Luz 30+ (Married w/ children)	Doriam 40+ (Married w/no children)	Roman 20+ (Single w/no children)
<b>When making the decision to purchase a new vehicle what are some of the things that you weigh?</b>	Price & Size	Price, comfort, and the monthly payment.	Price, gas mileage, options, features.
<b>What "make" do you consider for example Ford or GMC?</b>	Buick	Foreign car never will I purchase an American car.	GMC, Ford, & Buick
<b>What led you to make the decision to purchase the particular vehicle that you purchased? Example features...</b>	Size & Features. I chose a truck because I have a big family and need the room.	Comfort	Car, the features that the car had and the gas mileage.
<b>Was the vehicle purchased for personal, work or both?</b>	Both	Both	Both

<b>Finally what are some of the things that influenced your purchasing decision? Example rebates, color, space?</b>	Roominess	First, needed a car when I realized that I was putting too much money into my old vehicle. Economical, price comfort and affordability.	Rebates, room, color, and the features that the car had.
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### References

Burns, Alvin, & Bush, Ronald. (2010). *Marketing Research* (Sally Yagan & Eric Svendsen, Eds., 6). Upper Saddle River, New Jersey: Prentice Hall.

*Entrepreneur*. (2012). Retrieved February 14, 2012, from <http://www.entrepreneur.com/encyclopedia/term/82140.html>

## Focus Group Study II

### Participants Demographic :

Participants	Age	Household Income	Education	Own/Renting	Single/Married
Makeda H.	28	50,000	College Graduate	Renting	Married
Jennifer B.	28	20,000	College Graduate	Renting	Single
Malchom N.	25	45,000	College Graduate	Own House	Single

### Findings

Between the ages of 25 – 30's purchase the vehicles for looks rather than benefits (80%)
Just tired of the old car wanted something new (50%)
Purchase vehicles every 4 years (50%)
Manufactures website is common research tool for purchasing a vehicle (40%)
Purchasing a vehicle affected a there life physically, mentally, socially and financially (30%)

Manufacture location affected the choice of vehicle purchase (10%)
Vehicle Type is the most common factor to purchasing a vehicle (80%)
Compact cars are the most common vehicle for purchasing due to mileage (70%)
Family and Dealership influence to purchase vehicle ( 80%)
Not Sure ( 10%)

### **Consumer Behavior Model**

Need Recognition: Two of the participants needed to purchase the vehicle for economical reasons. Both of their vehicles were falling apart and they needed a new vehicle quickly because of their job. The other participant just needed a new car toy.

Search for Alternatives: The participants used external sources for purchasing their new vehicle. They would get advice from auto websites, TV advertisements, auto shows and WOM (word of mouth).

Evaluation Alternatives: Two of the participants used the vehicle website prior to purchasing because you are able to compare and contrast similar vehicles, and list awards, benefits of the vehicle. This provides the participants reassurance of their purchasing. The other participants used the auto show to make his decision. The auto show provides you real live experiences with your vehicle. You are able to speak to dealer, test drive a vehicle and leave with a goodie bag. This experience made a lasting impression on him which convinced to purchase the vehicle.

Purchase Use of the Product: All of the participants were pleased with their vehicle purchase. However, one of the participants was affected financially and socially. She had to decrease her spending habits however she feels since her vehicle purchase that her colleagues accept amongst her more.

### Focus Group Questions:

1. What is your make/model of your vehicle?. Did you purchase this vehicle for the looks or the benefits?
3. Which type of vehicle did you seriously consider when you were first looking for a vehicle?4. What was the most common factor or attributes that drew you to those specific vehicles? 5. Who or What influence you to decide which vehicle to purchase? 6. Do you purchase vehicles often?7. Where did your search for your vehicles information?
8. After, you purchased your vehicle; did this affect your lifestyle: Physically, socially, financially, or mentally
9. Did you purchase your vehicle based on the location of the manufacturer? i.e. American , China, India

There are number of reasons why consumers decide to purchase a new vehicle. In this study, I have noticed that a person lifestyle, travel attitudes, personality, and mobility affect the consumer vehicle purchasing habits. To summarize my findings, the vehicle type and look of the vehicle are the two factors that influence a consumer to purchase a vehicle. However, it all depends on how the vehicles are marketed towards that consumer. Each consumer has different purchasing habits; as a marketing manager you have to understand your consumer habits. Once, a marketing manager has that information then you are able to understand the reason why they purchase a certain product or service.

Winer, Russel S., Dhar, Rhar (2000). *Marketing Mangement* (Sally Yagan & Eric Svendsen, Eds., 4). Upper Saddle River, New Jersey: Prentice Hall.

