

Chapter 15: Answers to Questions for Review and Discussion

1. Compare the relative importance of the promotion mix variables in consumer markets versus business-to-business markets. Why do these differences exist?

Most important in consumer marketing are generally advertising and sales promotion, followed by personal selling and public relations. In business-to-business, the most important methods are personal selling and public relations, followed by advertising and sales promotion. In business-to-business marketing, there are generally fewer customers, making mass communications less efficient. Those customers require more information and make more complicated decisions, requiring more information and analysis. This information and analysis is better delivered through personal selling and through third party media analysts.

3. What is the importance of the encoding-decoding process in message accuracy? How do individuals attach meaning to messages?

When sender-encoding matches well with receiver decoding, the process produces shared meaning, i.e. the message has been delivered with a degree of accuracy. Sender and receiver must use the same code. It is the responsibility of the sender to anticipate the receiver's decoding process and structure the message accordingly.

4. How will the communication capabilities of the Internet impact the ability of business customers to receive feedback from customers?

Internet technology allows the sender to receive real-time feedback from customers and prospects. Through forms and customer messages, the marketer can have rich, direct communication with a prospect or customer. The marketer can also analyze server log data to understand how customers respond to the construction and content of a web site. This is almost as interactive as communication through personal selling. It is potentially as rich as personal selling in that server log data is easily analyzed for patterns in responses.

7. What types of promotion are most appropriate at the different stages of the buying decision process?

During the buying decision process, applicable promotions can be:

1. Definition Stage-
 - *personal selling programs*
 - *public relation and advertising to generate awareness and interest*
2. Selection Stage-
 - *personal selling programs*
 - *print advertising*
 - *sales promotion to induce interaction with seller*
3. Deliver Solution Stage-
 - *personal selling*
 - *service elaboration*

4. End Game Stage-

- *use reinforcement via personal selling*
- *publicity to reinforce decision*