



**“In the Marketing Consultant’s Shoes”
Consumer Behavior (CB) Research &
Fieldwork Project**



Part 1

- *CB Project Team Charter*
 - *CB Concept & Application Connections to Inform Research Focus*
 - *Brand Secondary Research*
 - *Customer Behavioral Observations*
 - *Target Consumer Primary Research PLAN*
- 

*CB Project Team's Brand Focus: **Ben & Jerry's***

*CB Project Team Member Names: Stephanie Scott , NaTya Gunn,
Nicholos Givens, Avery Wiggins, Kiersten Lee*

CB Project Team Charter

<p>Aligned Goals:</p> <ul style="list-style-type: none"> • <i>To get an A</i> • <i>We like the social justice mission of the brand and to work with companies that make an impact.</i> 	<p>Meeting Cadence & Venue:</p> <ul style="list-style-type: none"> • <i>Sundays at 6pm</i> • <i>Class times</i> 	<p>Collaboration / Productivity Tools:</p> <ul style="list-style-type: none"> • <i>iMessage</i> • <i>Facetime</i> • <i>Google Slides</i> • <i>Email</i> 	<p>Issue / Conflict Resolution:</p> <ul style="list-style-type: none"> • <i>We will have a designated mediator (NaTya) to decide on final decisions and conflicts.</i>
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<p>Team Member 1 Name: <i>Stephanie Scott</i></p> <p>Top Skills / Strengths to Contribute:</p> <ul style="list-style-type: none"> • <i>PowerPoint design</i> • <i>Project Management</i> <p>Personal Commitments:</p> <ul style="list-style-type: none"> • <i>Type at least 2 commitments made by this team member to ensure the collective success of the project, e.g., you can count on this team member to be organized and to do manage the presentation deck.</i> 	<p>Team Member 2 Name: <i>NaTya Gunn</i></p> <p>Top Skills / Strengths to Contribute:</p> <ul style="list-style-type: none"> • <i>Research Skills</i> • <i>Writing Skills</i> <p>Personal Commitments:</p> <ul style="list-style-type: none"> • <i>Type at least 2 commitments made by this team member to ensure the collective success of the project, e.g., you can count on this team member to complete adequate, detailed research and to complete all assigned tasks.</i> 	<p>Team Member 3 (if applicable) Name: <i>Nicholas Givens</i></p> <p>Top Skills / Strengths to Contribute:</p> <ul style="list-style-type: none"> • <i>Problem solving</i> • <i>Research analysis</i> <p>Personal Commitments:</p> <ul style="list-style-type: none"> • <i>Conducting user surveys</i> • <i>Presenting</i> 	<p>Team Member 4 (if applicable) Name: <i>Kiersten Lee</i></p> <p>Top Skills / Strengths to Contribute:</p> <ul style="list-style-type: none"> • <i>Public Speaking</i> • <i>Research</i> <p>Personal Commitments:</p> <ul style="list-style-type: none"> • <i>Analyzing consumer perception</i> • <i>Presenting____</i> 	
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10 Points

Consumer Behavior (CB) Concept & Application Connections to Inform Research Focus



Brainstorm of Relevant CB Concepts & Potential Applications: Chapters 1-3

Chapter CB Concept and Application Considerations Per Chapter

1

- 5 Visions/Roles of the Consumer... As Problem Solver, as Economic Creature, as Computer, as Shopper, As Reveler
- 3 Essentials of Consumer Behavior that Work in Unison... Market Exchange, Resources and Value/Benefit
- 5 Resources Consumers Exchange... Money, Time, Knowledge, Energy, Social Capital
- 4 Values/Benefits Consumers Seek... USER Model: Utility, Social, Ego/Identity, Recreation/Hedonic

2

- Motivation... Human Drive to Attain a Goal Object
- Origin of Needs... Innate vs. Learned, Biogenic vs. Psychogenic
- Need vs. Motivation?
- Maslow's Hierarchy of Needs
- Murray's List of Psychological Needs
- Dichter's List of Unconscious Motives
- Techniques to Research and Uncover Motives... Third Person, Word Association, Sentence Completion, Story Completion, Mason Haire Technique
- Moods vs. Emotions
- Managing Emotions and Mood in Marketing
- Hedonic Motives and Consumption
- Types of Involvement... None, Situational Involvement, Enduring Involvement
- Measuring Involvement (Table 2.3)

6 Points

3

- Perception Processing Model... Exposure, Attention, Interpretation
- Factors that Affect Perception... Stimulus Characteristics, Context, Consumer Characteristics
- Consumer Characteristics that Influence Perception... Needs + Involvement, Sensory + Cognitive Skills, Familiarity + Expertise of the Consumer
- Biases that Distort our Perceptions... Selective Exposure, Selective Attention, Selective Interpretation
- 3 Principles of Perceptual Organization... Gestalt, Figure, Closure
- Marketing Applications of the Perception Process: Perceptual Maps, Country of Origin Effects, Psychology of Price Perceptions, Brand Image & Brand Extensions, Sensory Marketing

What 2-3 CB Concepts and/or Applications from this Chapter Could We Could Utilize in Our Brand and/or Consumer Research and Analysis?

1) 3 Essentials of Consumer Behavior

2) 4 Values/Benefits Consumers Seek...USER Model

1) Maslow's Hierarchy of Needs

2) Murray's List of Psychological Needs

3) Hedonic Motives and Consumption

1) Consumer Characteristics that Influence Perception

2) Perception Processing Model

How SPECIFICALLY Could We Utilize This Concept and/or Application in Our Brand and/or Consumer Research and Analysis?

1) We can utilize this concept by exploring the market exchange between Ben & Jerry's and their target publics. This concept is relevant in seeking ways to maximize the benefit that both parties could receive, and allow us to identify major influencers that encourage consumers to engage in the product.

2) The USER Model will allow us to identify what value is most important to potential consumers. Determining the value that a consumer seeks will allow us to find the best marketing strategy to appeal to them.

1) The Maslow's Hierarchy of Needs can be utilized in consumer research by determining which need that the consumer wants to satisfy. If we identify what the consumer needs to fulfill, through marketing strategies, we can ensure that their need is met through engagement with Ben & Jerry's products.

2) We will utilize this concept by researching what needs the consumer needs to satisfy mentally. Once we determine common needs in the target audience, we can find what values and beliefs they have and identify ways to align them with Ben & Jerry's brand values.

3) As an ice cream company, most of the consumers of Ben & Jerry's products are individuals who first seek pleasure. Ben & Jerry's specifically satisfies the need to receive sensory pleasure, which is a lead motivator for consumers to purchase Ben & Jerry's ice cream.

1) This concept would be key in identifying the common traits in Ben & Jerry's consumers such as lifestyle, interests, and opinions. This would give us insight to potential consumer attitude toward the brand and why they feel the way they do.

2) This concept will allow us to review and identify consumer perception towards the brand, and the mental process they initiate when first engaging with Ben & Jerry's marketing content or products. This model will assist us in generating the best stimulus that will lead to the desired response from consumers.

Brainstorm of Relevant CB Concepts & Potential Applications: Chapters 4 and 5

Chapter

Key CB Concept and Application Considerations Per Chapter

What 2-3 CB Concepts and/or Applications from this Chapter Could We Utilize in Our Brand and/or Consumer Research and Analysis?

How SPECIFICALLY Could We Utilize This Concept and/or Application in Our Brand and/or Consumer Research and Analysis?

4

- 4 Models of Learning...
 - Classical Conditioning, Modeling

Classical Conditioning

1) Ben & Jerry's has effectively used classical conditioning by associating their brand with positive stimuli: Unique, playful flavor names (e.g., "Chunky Monkey," "Cherry Garcia") create positive associations.

The brand's colorful packaging and fun cow imagery evoke feelings of joy and indulgence. Their social mission links the brand with positive values, conditioning consumers to feel good about purchasing their products.

2) *Celebrity partnerships and flavor collaborations encourage fans to model their favorite stars' choices.*

User-generated content on social media showcases real people enjoying the brand, inspiring others to participate. The company's activism sets an example for socially conscious consumption, encouraging consumers to model this behavior.

Modeling

B&J target consumers are optimistic and hedonistic. There's a positive association they have with ice cream and a positive association with B&J ice cream specifically because of their optimistic message and branding.

4 Points

Optimistic, Hedonistic

5

- Trait Theory
- Consumer Personality Traits of Innovativeness, Variety/Novelty Seeker, Uniqueness Seeker, Vanity, Materialism and Need for Cognition

Innovativeness

B&J speak to their target consumers' need for innovativeness. They like B&J because they are always releasing new flavors and take pride in being one of the top most innovative ice cream brands as far as flavors.

Brainstorm of Relevant CB Concepts & Potential Applications: Chapters 6 and 10



What 2-3 CB Concepts and/or Applications from this Chapter Could We Utilize in Our Brand and/or Consumer Research and Analysis?

How SPECIFICALLY Could We Utilize This Concept and/or Application in Our Brand and/or Consumer Research and Analysis?

Chapter

Key CB Concept and Application Considerations Per Chapter

6

- 5 Elements of Attitude: It's... Learned, Predisposed, Targeted to Object, Causes Response, Consistent
- ABC Model... Affect, Beliefs, Conation
- Measuring Attitude + ABC
- 3 Attitude Hierarchies... Learning, Emotional, Low Involvement
- 4 Functions of Attitude... Utilitarian, Value-Expressive, Knowledge, Ego-Defense
- TORA (Theory of Reasoned Action) Model with Multi-Attributes
- 3 Routes to Attitude Molding... Cognitive, Affective and Conative

1) Four Functions of Attitude

1) we can utilize four functions of attitude during our research to deeper understand and analyze how the consumer rationalize their decision on if Ben and Jerry's is the right company to meet their needs

2) Shaping Consumer Attitudes

2) we can utilize shaping consumer attitudes to understand how Ben and Jerry's effectively persuades the consumer to buy into the narrative that they are pushing through their marketing



4 Points

10

- 5 Steps of the Consumer Decision Process: Problem Recognition, Information Search, Alternative Evaluation, Purchase Transaction / Product Acquisition, Post-Purchase Experience Evaluation
- Problem Recognition...The Gap Concept + Drivers, Sources and Types of Stimuli, Situations / Avenues to Recognize
- Information Search... Consideration Sets, Sources of Information for Consumers: Marketer Sources and Non-Marketer Sources, Problem Complexity and Search Styles: Routine Problems, Limited Problems and Extended Problems, Types of Perceived Risk: Performance, Social, Psychological, Financial, Obsolescence, Determinants... How Much or How Little? Perceived Risk, Involvement, Familiarity & Expertise, Consumer's Shopping Style and Time Pressure
- Alternative Evaluation... Compensatory and Non-Compensatory
- Compensatory Decision/Judgement Model... I'm flexible in that more of the weighted value of some attributes can compensate for less of a weighted value of other attributes
- Non-Compensatory Models: Conjunctive... Must have at least this much of these attributes. Disjunctive... OK, I'm flexible; must have either this attribute OR that attribute, Lexicographic... I will take the best on the most important attribute, Eliminations by Aspects... At least this much on the most important attribute
- Heuristics (Making Short Cuts in Decisions)... Quick Inferencing, Brand Name Reputation, Past Experience, Recommendations
- Imperfections in Consumer Judgment... Framing Effects, Inference Making and Satisficing
- Emotional Decision Making... Affective Choice Mode: Holistic,

2) Post Purchase experience

2) we can utilize post purchase experience to place ourselves in the consumer mind and analyze what make a customer experience positive one . We can also use this to place ourselves in the mind of the producer(Ben and Jerry's) to see how they retain consumers(loyal and returning customers)

3) Determinants of searching

3) we can utilize determinants if searching to analyze what make the consumer make a rational decision there are 5 factors to this perceived risk, involvement , familiarity and expertise, shopping style, and time pressure

Brainstorm of Relevant CB Concepts & Potential Applications: Chapters 11 and 9

Chapter

Key CB Concept and Application Considerations Per Chapter

11

- 5 Steps of the Consumer Decision Process (same as Ch. 10)
- Unpacked Steps in the Choice and Post-Choice Sub Process
- Choice Identification
- Decision Confirmation
- Experience Evaluation... Cognitive Dissonance, Evaluative Mode vs. Mindless
- Satisfaction / Dissatisfaction
- Future Response
- Five Faces of Satisfaction
- Measuring Satisfaction via Expectations-Confirmation Model
- Products vs. Services
- Five Dimensions of Service Quality
- Future Response... Exit, Voice, Loyalty
- Consumer Complaining + Marketer's Response... Perceived Justice, Recovery + Make Good
- Consumer Disposal + Recycling
- Choice + Post Choice by Involvement

9

- What are Referents & Reference Groups, and Types?
- Conditions When Reference Groups More Influential
- Influential / Influencer Types... Informative, Normative + Identification (Role Models)
- What are Opinion Leaders (OLs) + Qualities / Characteristics?
- Methods to Identify OLs and Conduct Research
- Three Factors that Affect How Consumers are Susceptible to Interpersonal Influence (SIPA)
- Diffusion of Innovation Groups... Innovators, Early Adopters, Early Majority, Late Majority + Laggards
- AIDA Model... Attention, Interest, Desire + Action

What 2-3 CB Concepts and/or Applications from this Chapter Could We Utilize in Our Brand and/or Consumer Research and Analysis?

1) Opinion Leaders

2) Three forms of referent influence

1) Post choice Experience

2) Experience Evaluation

How SPECIFICALLY Could We Utilize This Concept and/or Application in Our Brand and/or Consumer Research and Analysis?

1) *we could utilize opinion leaders in brand analysis to see how Ben and Jerry's has altered there business based off of the consumers suggestion, comments, and concerns*

2) *we can utilize the three forms of referent influence to understand what drives the consumer to make their decisions on whether or not to consume Ben and Jerry's*

1) *Post choice experience can be utilized to see how what the consumer is thinking after making their decision also to analyze how they affirm their decision*

2) *we can utilize experience evaluation to understand and assess the customer thought on Ben And Jerry's service, product and overall feelings about the company*

4 Points

8

- What is Culture vs. Nature?
- Major Elements of Culture and How Do We Learn It?
- Six Characteristics of Culture
- Core Western vs. Core Eastern Values
- Universal Cultural Traits... Hofstede's Five
- Deeper Meaning and Functions of Ritualistic Cultural Practices... Achieving Sacredness, Values Inculcation (Instilling) and Meaning Communication
- Symbolic Functions of Culture to Communicate Meaning
- Marketing Blunders to Avoid
- Silent Language of Culture
- Cultural and Consumer Ethnocentrism

13

- Sex vs. Gender
- Gender Role Identity: Traditional vs. Egalitarian
- Feminine and Masculine Traits
- Differences in Men's vs. Women's Shopping
- Age Distribution + Population Pyramids by Country
- Demographics, Psychographics, Consumption Patterns and Marketer Considerations by Age Segment (Seniors, Boomers, Gen X, Gen Y aka Millennials, Gen Z)
- Types of Households + Family Life Cycle
- Children's Influence in Family
- Consumer Socialization via Learning
- Intergenerational Influence (IGI)

What 2-3 CB Concepts and/or Applications from this Chapter Could We Utilize in Our Brand and/or Consumer Research and Analysis?

1) Symbolic Functions of Culture to Communicate Meaning

2) Core Western vs. Core Eastern Values

3) Cultural and Consumer Ethnocentrism

1) Generational Marketing (Targeting Millennials and Gen Z)

2) Gender Role Identity: Traditional vs. Egalitarian

3) Psychographics

4 Points

How SPECIFICALLY Could We Utilize This Concept and/or Application in Our Brand and/or Consumer Research and Analysis?

1) Ben & Jerry's can use cultural symbolism (e.g., fair trade, environmental activism) in its marketing to appeal to socially conscious consumers who see the brand as a reflection of their personal values. This strengthens their connection with consumers who value sustainability and ethics.

2) As a Western brand, Ben & Jerry's targets individualistic consumers who enjoy indulgence and self-reward. The brand can continue to emphasize individuality and enjoyment in its marketing to resonate with these cultural traits, particularly in Western markets.

3) Ben & Jerry's can capitalize on its identity as an American brand that sources ingredients responsibly, appealing to consumers who prefer domestic products, particularly those aligned with social and environmental causes.

1) Ben & Jerry's can continue to target these generations by emphasizing its social activism, such as its stance on climate change, racial justice, and LGBTQ+ rights. This will resonate with younger consumers who are more likely to support brands that align with their personal beliefs and values.

2) Ben & Jerry's should continue to avoid gendered marketing and instead focus on inclusive, egalitarian messaging that appeals to all consumers regardless of gender. Their socially conscious campaigns already speak to a broad audience, aligning with modern, progressive values.

3) Ben & Jerry's can further leverage psychographic targeting by creating campaigns focused on environmental activism, such as reducing plastic use or promoting fair trade practices, to appeal to consumers who prioritize ethical consumption

Brand Secondary Research Summary:
**Brand Overview, Positioning with 5Ps, Customer
Segmentation Strategies, Competitive Assessment and
SWOT**

Brand's Business Model Summary

<p>Key Partners: Ben & Jerry's is partnered with several social enterprises who share the same values as the brand, "business can be a force for good."</p> <ul style="list-style-type: none"> • Greyston Bakery: Open Hiring Program • Rhino Foods: Refugee Hiring • Several B-Corps 	<p>Key Activities:</p> <ul style="list-style-type: none"> • Working to reduce their carbon footprint through operations. • Waste is put into methane digesters with other farm waste to power farms • Paperboard packaging ensures that forest wildlife, biodiversity, and sustainability are protected • B&J freezers are climate-friendly and energy efficient 	<p>Value Proposition: Aside from selling tasty ice cream, Ben & Jerry's focuses on adding social benefit value to their consumers. They are founded on the beliefs that businesses should be a force of good within the areas that they serve. B&J allows consumers to enjoy a sweet treat, and make them feel good by knowing the company supports a variety of social injustice issues.</p>	<p>Customer Relationships:</p> <ul style="list-style-type: none"> • Social Media Advertising • Racial Equity Incentive Program • B-Corps partnerships • Support for social injustices that affect their consumers 	<p>Customer Segments:</p> <ul style="list-style-type: none"> • The Ice Cream Lover: Enjoys different flavored ice cream, and seeks pleasure out of having it. • The Socially Conscious Advocate: Individuals who are looking to support businesses who share the same values that they have.
<p>Cost Structure:</p> <ul style="list-style-type: none"> • Opening new Scoop Shops • Employee Salary • Paid Advertising (< \$100 million on advertising in the last year) • Philanthropic Donations to Social Enterprises 		<p>Revenue Streams & Pricing Models:</p> <ul style="list-style-type: none"> • Consumers typically spend between \$4.99-\$6.99 on a single product/individual transaction • Annual Revenue: \$ 450 Million 		

Brand's Positioning Strategy with 5Ps

Product	Place	Promotion	Price	Personalization
<ul style="list-style-type: none">● <i>Ben & Jerry's is known for premium ice cream with unique flavors and mix-ins. They offer a wide range of innovative flavors, often with playful names.</i>	<ul style="list-style-type: none">● <i>Their products are generally priced at a premium, reflecting the high-quality ingredients and brand positioning.</i>● <i>\$4.99- \$6.99</i>	<ul style="list-style-type: none">● <i>Ben & Jerry's products are widely available in supermarkets, convenience stores, and dedicated "scoop shops." They also have a strong online presence for direct-to-consumer sales.</i>	<ul style="list-style-type: none">● <i>The brand is known for its quirky, socially conscious marketing campaigns. They often tie their promotions to social and environmental causes.</i>	<ul style="list-style-type: none">● <i>Ben & Jerry's emphasizes its commitment to fair trade, sustainable sourcing, and ethical treatment of employees and suppliers. This "people" focus extends to their customers, with whom they aim to build a community around shared values.</i>

10 Points

Brand's Customer Segmentation and Targeting Strategies

Demographic Segmentation and Targeting	Geographic Segmentation and Targeting	Behavioral Segmentation and Targeting	Psychographic Segmentation and Targeting
<ul style="list-style-type: none"> • B&J targets consumers under 24 years old, but many range from 25-34 • Women comprise 69% of their Instagram following • Instagram audience occupation includes content creator, chef, actor, and other entertainers • B&J consumers are predominantly white, but they are aiming to diversify their engagement 	<p>Ben & Jerry's is located:</p> <ul style="list-style-type: none"> • In the USA, across the country in local grocery stores • B&J has a scoop shop in every state in the U.S. • In convenience stores • 33 countries outside of the U.S. 	<p>Consumers of Ben & Jerry's typically:</p> <ul style="list-style-type: none"> • Shop locally • Buy from small businesses • Support minority-owned businesses • Purchase environment-friendly products and support brands who use eco-friendly products in their services (i.e. compostable straws) • Own at least one pet 	<p>Consumers of Ben & Jerry's are typically:</p> <ul style="list-style-type: none"> • Liberal, Free-thinkers • Environmental advocates • Small-business supporters • Advocates for social justice • Risk-takers, individuals who like trying new things • Ice Cream Lovers

8 Points

Competitive Assessment of Brand

Major Competitor

2-3 Specific and Comprehensive Advantages Our Brand Has Compared to this Competitor

2-3 Specific Disadvantages Our Brand Has Compared to this Competitor

Baskin Robbins

- *able to generate customers and support off of companies social beliefs and stance*
- *Brand is sold in every major grocery store*

- *A lot of Baskin Robbins store ae shared with Dunkin donuts those store inherent Dunkins business*
- *Due to brand not being in every major grocery store it can be viewed as scarce good that is sought after highly by loyal consumer*

Blue Bell

- *By having a full store this changes the consumer's consumption of the product to a complete experience that will be remembered for more than the taste*
- *Can get feedback from consumer in person due to a physical store*

- *Exclusively sold in grocery store, all funds go to production rather than keeping up an actual store*
- *Also benefits from less liability and fewer employes because of no physical store*

5 Points

Brand SWOT Analysis

INTERNAL FACTORS

Strengths

- *Ben & Jerry's is a well-known brand with a strong, loyal customer base due to its unique and playful ice cream flavors and ethical brand image.*
- *The brand's commitment to social issues, including environmental sustainability, racial justice, and fair trade, differentiates it from competitors and resonates with socially conscious consumers.*
- *Ben & Jerry's constantly innovates with new and creative ice cream flavors, attracting a diverse customer base and maintaining interest in the brand.*
- *Known for using premium ingredients and fair trade-certified products, Ben & Jerry's offers a strong value proposition based on quality.*

Weaknesses

- *The high price point of Ben & Jerry's products may limit its appeal to cost-conscious consumers, especially in markets where cheaper alternatives are available.*
- *Although Ben & Jerry's has introduced non-dairy options, its core products rely heavily on dairy, which could be a concern given environmental issues linked to dairy farming and changing consumer preferences toward plant-based products.*
- *While strong in the U.S., Ben & Jerry's international footprint is smaller compared to global competitors, which may limit growth opportunities in emerging markets.*

Opportunities

- *As consumer preferences shift toward vegan and plant-based alternatives, Ben & Jerry's could further expand its non-dairy ice cream range, which is already gaining popularity.*
- *With the growth of online shopping, Ben & Jerry's can increase its direct-to-consumer offerings, enhancing convenience for customers and capitalizing on digital sales channels.*
- *Ben & Jerry's can innovate in healthier product lines, such as low-calorie or lower-sugar options, to appeal to more health-conscious consumers without compromising on flavor.*

Threats

- *The ice cream market is highly competitive, with established brands like Häagen-Dazs and newer entrants offering premium and alternative (dairy-free) products.*
- *During economic recessions, consumers might reduce spending on premium products like Ben & Jerry's in favor of lower-cost alternatives.*
- *Growing concerns about the environmental impact of dairy farming, packaging waste, and carbon emissions could pose challenges, as consumers demand more eco-friendly practices.*

EXTERNAL FACTORS

ENABLERS

INHIBITORS

5 Points

Summary of Customer Behavioral Observations



Behavioral Observation Summary of Customers Engaging with the Brand

<p>1) Where SPECIFICALLY did you DIRECTLY observe your brand's customers, i.e., specific store locations, venues, online channels, etc? <i>Social Media: TikTok, Instagram, Twitter (X)</i></p>	<p>3) Results Summary... what big themes regarding consumer behavior emerged from the behavioral observations?</p> <ul style="list-style-type: none"> • Several of the consumers seek to support brands that share the same values that they have. • Most B&J consumers are aware of the good the brand does in the community and chooses their brand over competitors for this specific reason. 	<p>5) What's at least 1 thing that you didn't expect to see or something that surprised you during the behavioral observations?</p> <ul style="list-style-type: none"> • Ben & Jerry's released a flavor in Philadelphia endorsing Kamala Harris' 2024 candidacy for president. This was shocking but interesting seeing a brand declare political favor, especially during such a socially climatic election year. This spoke to their values and aligned with much of the consumer behavior insight I found through social listening and research.
<p>2) Identify and describe at least 4 of the consumer segments YOU OBSERVED DIRECTLY in your behavioral observations:</p> <p>Consumer Segment Description #1: <i>Dessert Lover</i> Lifestyle/Persona Characteristics/Attributes: <i>Likes trying different sweets, either to satisfy a sweet tooth or explore new options.</i> Behavioral Insights: <i>Buys dessert often, likes trying new things, always seeking to obtain sensory pleasure for their sweet desires. This consumer seeks to fulfill the specific need of pleasure.</i></p> <p>Consumer Segment Description #2: <i>Socially Conscious Millennial</i> Lifestyle/Persona Characteristics/Attributes: <i>Frequently on the go, likes to advocate for social injustices, attend social justice protests</i> Behavioral Insights: <i>This consumer likes to support businesses/brands that share the same values they have for themselves. They seek to empower and give back to the community around them and are able to do so by supporting B&J ice cream.</i></p> <p>Consumer Segment Description #3: <i>Environment Friendly Shopper</i> Lifestyle/Persona Characteristics/Attributes: <i>Purchases Eco-friendly items and goods, owns a pet, recycles</i> Behavioral Insights: <i>This consumer wants to be a part of the cause to save the environment. They believe in going green and supports businesses who share this same motive and values.</i></p> <p>Consumer Segment Description #4: <i>The Trend Follower</i> Lifestyle/Persona Characteristics/Attributes: <i>Up to date on the latest trends, Frequently use all social media channels, tries things based on what's popular on social media</i> Behavioral Insights: <i>With B&J's active presence on social media and the external force of influencer culture, they often add new flavors or promotions geared towards consumers who like to follow new trends. This consumer desires to fulfill a social/ego benefit in society.</i></p>	<p>4) Conclusion Summary... what have you concluded about the brand's consumers from these behavioral observations?</p> <ul style="list-style-type: none"> • B&J has successfully gained consumers of different behaviors and personas due to their desire to serve everyone and operate as a business that is a force of good within the areas they serve. 	<p>6) What's at least one thing that you expected to see but didn't during the behavioral observations?</p> <ul style="list-style-type: none"> • I expected to see little to no criticism of the brand but I saw a lot of criticism regarding the price of their products compared to the quality of the ice cream.

Target Customer Segments for CB Project Primary Research



Target Customer Segments to Focus on During Primary Consumer Research (in CB Project Part 2)

Target Customer Segment #1: <i>The Millennial Ice Cream Lover</i>	Target Customer Segment #2: <i>The Socially Conscious Shopper</i>
Demographic: 18-35	Demographic: 18-60
Geographic: United States	Geographic: United States
<p>Psychographic: <i>Lifestyle: People who enjoy indulgence and treat themselves, but also care about the impact of their choices.</i></p> <p><i>Personality: Fun-loving, adventurous eaters who appreciate creativity and aren't afraid to try new flavors.</i></p> <p><i>Motives: Seeking high-quality, unique food experiences and aligning purchases with personal values.</i></p>	<p>Psychographic: <i>Values: Socially and environmentally conscious individuals who care about ethical consumption and corporate responsibility.</i></p> <p><i>Attitudes: Positive attitude towards companies that take stands on social and environmental issues.</i></p> <p><i>Interests: Interest in food culture, sustainability, social justice, and community involvement.</i></p>
<p>Behavioral: <i>These consumers are experiential shoppers that love the indulgence in the ice cream and will buy B & J ice cream from their shops for the experience and social benefits.</i></p>	<p>Behavioral: <i>These customers buy B&J ice cream because they like the brand's mission, values, and progressive views. They only support brands that are socially conscious and are loyal to B&J because of this.</i></p>

7.5 Points

Consumer Primary Research PLAN



Consumer Research PLAN for Target Customer Segment #1

7 Points

Customer Research Method	CONSUMER BEHAVIOR Concept and Application Focus:	SAMPLE QUESTIONS Aligned to CB Concepts and Applications:	Where and how will you be finding your survey and interview participants, e.g., what specific geographic locations, venues, channels, etc?	Who on your CB project team will be conducting this research?	By when will the data be collected and analyzed?
Surveys*	<p>Refer back to the relevant concepts and applications you brainstormed on slide pages 5-9. Then identify at least 3 CONSUMER BEHAVIOR concepts and/or applications that you'll incorporate as the focus for your line of questioning in the surveys and directed interviews. BE SPECIFIC!</p> <ol style="list-style-type: none"> 1. Maslow's Hierarchy of Needs 2. Murray's List of Psychological Needs 3. Hedonic Motives and Consumption 	<p>Identify at least 6 sample questions you'll include as part of your question set that clearly align with the CB concepts and applications that you described in the previous column.</p> <ol style="list-style-type: none"> 1. How does eating Ben & Jerry's ice cream make you feel? 2. On a scale of 1-5, how much do you agree with the statement: "Eating Ben & Jerry's helps me connect with friends and family"? 3. Which is more important to you when choosing Ben & Jerry's: the flavor combinations or the brand's social initiatives? 4. How often do you treat yourself to Ben & Jerry's as a form of self-care or reward? 5. What role does Ben & Jerry's play in your moments of celebration or comfort? 6. How important is it to you that Ben & Jerry's uses high-quality, ethically sourced ingredients? 	<p>Participants Surveys will be conducted through virtual surveys using Google forms using a contact list made from talking to customers in store</p>	<p>Nick</p>	<p>October 1st</p>
Directed Interviews*	<ol style="list-style-type: none"> 1. 4 Values/Benefits Consumers Seek...USER Model 2. Consumer Characteristics that Influence Perception 3. Perception Processing Model 	<ol style="list-style-type: none"> 1. When you think of Ben & Jerry's, what's the first word that comes to mind? 2. On a scale of 1-5, how much do you value the uniqueness of Ben & Jerry's flavors compared to other ice cream brands? 3. How does Ben & Jerry's packaging influence your decision to purchase their products? 4. Which aspect of Ben & Jerry's do you find most appealing: taste, texture, brand image, or social responsibility? 5. How likely are you to try a new Ben & Jerry's flavor based solely on its name and description? 6. In what ways do you feel Ben & Jerry's aligns with your personal values? 	<p>Ben and Jerry's store North highland, Atlanta, Ga</p>	<p>Nick</p>	<p>October 1st</p>

GUIDANCE:

- This is just your PLAN for how you'll conduct your surveys and interviews as part of the scope for CB Project Part 2.
- *You'll be expected to conduct primary consumer research with a **minimum # of respondents/participants per below:**
 - At least 25 survey participants from EACH of your two (2)

Consumer Research PLAN for Target Customer Segment #2

Customer Research Method	CONSUMER BEHAVIOR Concept and Application Focus: Refer back to the relevant concepts and applications you brainstormed on slide pages 5-9. Then identify at least 3 CONSUMER BEHAVIOR concepts and/or applications that you'll incorporate as the focus for your line of questioning in the surveys and directed interviews. BE SPECIFIC!	SAMPLE QUESTIONS Aligned to CB Concepts and Applications: Identify at least 6 sample questions you'll include as part of your question set that clearly align with the CB concepts and applications that you described in the previous column.	Where and how will you be finding your survey and interview participants, e.g., what specific geographic locations, venues, channels, etc?	Who on your CB project team will be conducting this research?	By when will the data be collected and analyzed?
Surveys*	<ol style="list-style-type: none"> 1. Maslow's Hierarchy of Needs 2. Murray's List of Psychological Needs 3. Consumer Values 	<ol style="list-style-type: none"> 1. How strongly does Ben & Jerry's commitment to social and environmental causes influence your decision to choose their products over other ice cream brands? 2. On a scale of 1-5, how much do you feel that purchasing Ben & Jerry's ice cream aligns with your personal values and beliefs? 3. How often do you seek information about Ben & Jerry's latest social or environmental initiatives before making a purchase? 4. To what extent does consuming Ben & Jerry's ice cream give you a sense of contributing to positive change in society? 5. How important is it to you that Ben & Jerry's continues to introduce new flavors that reflect current social issues or charitable causes? 6. In what ways do you feel Ben & Jerry's brand enhances your sense of community and connection with like-minded individuals? 	<p>Participants Surveys will be conducted through virtual surveys using Google forms using a contact list made from talking to customers in store</p>	<p>Nick</p>	<p>October 1st</p>
		<ol style="list-style-type: none"> 1. When you see Ben & Jerry's products or advertisements, what aspects of the brand stand out to you most? 2. What value do you gain when you 	<div style="border: 2px solid orange; border-radius: 50%; padding: 10px; display: inline-block;"> 7 Points </div>		

GUIDANCE:

- This is just your PLAN for how you'll conduct your surveys and interviews as part of the scope for CB Project Part 2.
- *You'll be expected to conduct primary consumer research with a minimum # of respondents/participants per below:
 - ☐ At least 25 survey participants from EACH of your two (2) target consumer segments... that means a minimum of 50 total across the 2 segments.
 - ☐ At least 10 directed interview participants from EACH of your two (2) target consumer segments... that means a minimum of 20 total across the 2 segments.
- You should delete this box when finalizing your submission.

Secondary Research Sources



Secondary Research Source Citation

- **Ben & Jerry's Corporate Social Responsibility Report 2023**
- **Mintel Ice Cream Market Report 2023**
- **"Understanding Consumer Behavior" by Solomon, M.R. (2021)**
- **"The Impact of Brand Activism on Consumer Loyalty" (Journal of Consumer Research, 2022)**
- **"Sustainability and Consumer Demand for Ethical Products" (Harvard Business Review, 2022)**

**-2 Points Deduction for
Each Citation Missing**

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