CONSUMER BEHAVIOR APPLICATION #1

 SCAVENGER HUNT

PURPOSE:

▪ People who belong to majority groups (based on race, gender, sexual orientation, etc.) are often unaware of the consumer advantages provided by their group memberships. This experimental and application-based activity is intended to provide you with a hands-on way of exploring group-based differences in consumer privilege.

GENERAL ACTIVITY INSTRUCTIONS:

▪ Utilize various qualitative and quantitative research methods to better understand the concept of “consumer privilege.” Go to a “Big Box” superstore such as Wal-Mart or Target. Attempt to identify/locate the following items or areas at this store.

1. Barbie-type dolls and/or G.I. Joe-type action figures who are not Caucasian (estimate the % of toys you find that meet this requirement) and Barbie-type dolls and/or G.I. Joe-type figures who are Caucasian (estimate the % of toys you find that meet this requirement).

2. Valentine’s Day, wedding, anniversary, or romance card designed for heterosexual couples (estimate the % of cards designed for heterosexual couples) and Valentine’s Day, wedding, anniversary, or romance card designed for LGBT couples (estimate the % of cards designed for LGBT couples).

3. Signs in the store featuring individuals who are overweight, featuring individuals who are healthy, and underweight (estimate the percentage of signs for each category).

4. Signs in the store featuring individuals who are over 60 years old (estimate the %).

5. Picture frames containing “filler pictures” of people who are Asian, Latino/a, African-American, or Caucasian (estimate the % for each category).

6. An item that features a Native American who is not related to a sports team (estimate the %).

7. If there is a clothing section, estimate how far apart are the clothing racks spaced and how high are these clothing racks? Please estimate in inches. Would someone who is in a wheelchair be able to navigate this section of the store easily?

8. Is there a section of clothing for plus-size women? Is there a section of clothing for plus-size men? What names are given to these sections of the store?

 SPECIFIC PAPER INSTRUCTIONS:

▪ Write a 5-6 page paper (use APA style) about your experiences noted above in identifying/locating the aforementioned items or areas at the store you visited. More specifically, in your paper, address the following:

1. Describe the research methodologies you employed. Make sure you connect your description to Chapter 2 content.

2. Discuss the ease or difficulty of finding the items on the list. Please note the estimated percentages for each obtained result.

3. Discuss if the store utilizes or does not utilize the marketing concept. Make sure you connect your discussion to Chapter 1 content. Highlight any observations on demographic aspects of store.

4. Discuss your overall thoughts or reactions while you were looking around the store for items.

5. Reflect on the advantages and disadvantages of segmentation from a consumer perspective. Make sure you connect your reflection to Chapter 3 content.

6. Answer the following question: based on this assignment, do you believe there are group-based differences in consumer privilege? Why or why not?