

Internet Exercises

Chapter 1

Internet Exercise

Seat cars used to be cheap and cheerful. Under VW's ownership the marque has been repositioned as sporty but good value. The range of cars is well specified, produced to VW's high standards, reasonably quick, but keenly priced. Take a look at Seat's website at: www.seat.co.uk or www.seat.com

- 1 How user-friendly is the site?
- 2 To what extent does the site provide the information required by someone seeking additional product information in order to construct a shortlist of possible models to purchase?
- 3 Consider the decision-making process of a car buyer: to what extent is this website reflecting the issues considered by car buyers?

Chapter 2

Internet Exercise

Consider a large, well-known company with which you have regular dealings, such as a major retailer, financial institution or hotel group. Or select a supplier whose products you purchase frequently, such as Nestlé, Sony or Vodafone. Log on to the selected organisation's website.

Ignore the investors' pages, corporate information pages, PR releases, and so forth. Look at the site from the perspective of a customer and access only the customer-relevant pages (those to do with products, services, offers, customer services, stockist location, and so on).

- 1 What customer-relevant information is offered by the website you have chosen?
- 2 In what ways is the website striving to make the organisation appear 'special' or particularly good?
- 3 Given the website material, how would you interpret the selected strategy for this organisation? What is its apparent sense of purpose and what seem to be its leading priorities?

Chapter 3

Internet Exercise

Choose the websites of key government departments, EU departments or of leading regulatory bodies and learn more about the ways in which their activities and powers impact on marketers and consumers. For example, log on to the websites for the Competition Commission and the Office of Fair Trading at:

www.competition-commission.org.uk and www.oft.gov.uk

- 1 What are the implications of these organisations' powers and recommendations for marketers?
- 2 In what ways do the activities of these bodies impact on consumers?

Chapter 4

Internet Exercise

Some mass-market e-commerce sites, such as Amazon.co.uk, have extended the concept of customisation to their customer base. Amazon has analysed its customer data, then used its understanding of certain users' likes and dislikes to make recommendations to other users. Take a look at this online retailer at:

www.amazon.co.uk or www.amazon.com

- 1 What might motivate some consumers to read a 'best-selling' list?
- 2 Is the consumer's level of involvement with online book purchase likely to be high or low?
- 3 Discuss the consumer buying decision process as it relates to a decision to purchase from Amazon.co.uk.

Chapter 5

Internet Exercise

Log onto Sony's website. Ignore the sections aimed at consumers. Instead, go to *Business Products*. This section details Sony's business-to-business products, services and upcoming events such as trade shows. There are sections offering solutions to Healthcare, Retail and Manufacturing target markets and for specific product categories such as CCTV or semiconductors. Visit Sony's website at:

www.sony.com

- 1 In what ways do Sony's web pages for *Business Products* reflect the requirements of business customers?
- 2 How have the messages been tailored to reflect the buying behaviour of Sony's business customers?

Chapter 6

Internet Exercise

Voyage is an Internet company that offers a variety of travel and adventure products. Learn more about its goods, services and travel advice through its website at: www.voyageconcepts.co.uk

- 1 Based on the information provided at the website, what are some of Voyage's basic products?
- 2 What market segments does Voyage appear to be targeting with its website?
- 3 What segmentation variables is the company using to segment these markets?

Chapter 7

Internet Exercise

The World Association of Opinion and Marketing Research Professionals (ESOMAR, founded as the European Society for Opinion and Marketing Research in 1948) is a non-profit association for marketing research professionals. ESOMAR promotes the use of opinion and marketing research to improve marketing decisions in companies worldwide and works to protect personal privacy in the research process. Visit the association's website at: www.esomar.nl/

- 1 How can ESOMAR help marketing professionals conduct research to guide marketing strategy?
- 2 How can ESOMAR help marketers protect the privacy of research subjects when conducting marketing research in other countries?
- 3 ESOMAR introduced the first professional code of conduct for marketing research professionals in 1948. The association continues to update this document to address new technology and other changes in the marketing environment. According to ESOMAR's code, what are the specific professional responsibilities of marketing researchers?

Chapter 8

Internet Exercise

Goodyear Tyres

In addition to providing information about the company's products, Goodyear's website helps customers find the exact products they want and will even direct them to the nearest Goodyear retailer. Visit the Goodyear site at: www.goodyear.com

- 1 How does Goodyear use its website to communicate information about the quality of its tyres?
- 2 How does Goodyear's website demonstrate product design and features?
- 3 Based on what you learned at the website, describe what Goodyear has done to position its tyres.

Chapter 9

Internet Exercise

The success of BMW's Mini has been phenomenal. Despite a limited range of cars, each one on the road appears unique, and research reveals that Mini owners feel they have the power to tailor their car to suit their specific tastes and driving styles. BMW and Mini have incorporated this individualisation, of what in reality is far from a bespoke one-to-one product, in their product development process and in their commercialisation of this product. Take a look at either: www.mini.co.uk or www.mini.com and in particular the section detailing accessories.

- 1 What product features and characteristics are portrayed on the Mini website?
- 2 To what extent does Mini's commercialisation enable customers to individualise or personalise their cars?

Chapter 10

Internet Exercise

As Internet usage rises, the number of people using this method to communicate with friends, family and colleagues is also increasing. The founders of the Friends Reunited website spotted an opportunity to provide a service that helped people to get back in touch with friends and acquaintances. Take a look at this online organisation at:

www.friendsreunited.com

- 1 Classify Friends Reunited's product in terms of its position on the service continuum.
- 2 How does Friends Reunited enhance customer service and foster its relationship with customers through its Internet marketing efforts?
- 3 Discuss the degree to which experience and credence qualities exist in the services offered by Friends Reunited.

Chapter 11

Internet Exercise

The fortunes of many manufacturers depend on their dealer network, particularly producers of construction equipment. Take a look at two such companies' websites, and examine what they say about their dealer network and parts/service support:

www.caterpillar.com and www.jcb.com

- 1 In the context of these websites, how important to these businesses is the chosen route to market: the dealer network?
- 2 In terms of delivering customer service, what is the role in the marketing channel of these dealerships?

Chapter 12

Internet Exercise

Whether interested in buying a used or a new car, buying it outright, on credit terms or by leasing, www.jamjar.co.uk offers car buyers a comprehensive website. Take a look at this online retailer at:

www.jamjar.co.uk

- 1 Find the lowest-priced VW Golf available today and list its features.
- 2 If you wanted to purchase this VW, what is the lowest monthly payment you could make and what would it cost if you were to buy this model outright?
- 3 Compare and contrast the relative benefits of leasing and buying this car outright.

Chapter 13

Internet Exercise

Most leading brands embrace a mix of promotional techniques, including advertising, sales promotions, publicity, the web and the rest of the promotional mix. Pepsi is no exception.

Pepsi's *Pepsi World* award-winning website is an important part of the company's promotional activity, integrating advertising, sales promotions activity and publicity releases with customer involvement. Brand information, TV advertisements, music links, sports, promotions and street motion – there is much on offer on Pepsi's web pages. Log on to www.pepsi.com/home.

- 1 In what ways and with what messages is Pepsi engaging with customers through the pages of its website?
- 2 How do these approaches support the brand's positioning?
- 3 How do the web pages relate to the brand's television advertising?

Chapter 14

Internet Exercise

Packaging has to reflect manufacturers' requirements and also evolving consumer issues. Log on to: www.tetrapak.com

Consider the information on this leading packaging company's website, notably the information offered about the company, its ethos, Core Values, innovation and new product development.

- 1 To what extent and in what ways is Tetra Pak addressing changing and evolving manufacturer and consumer issues?
- 2 What innovative packaging solutions is Tetra Pak currently developing?