Dyadic Interaction Model - Importance of Retail Sales Staff

Best Buy®, the electronics box store, has a television commercial in which a young, female "store employee" relays a story about receiving a telephone call from a male "customer" who seeks detailed information about what to look for when buying a new plasma or LCD television. She asked the customer from where he was calling. The customer stated that he was calling from Walmart®. The Best Buy sales clerk responded by indicating that, since he was calling Best Buy for information, he should come over to Best Buy so she could provide the information that he needed. She also indicated that Best Buy has a "matching price" policy for identical items. The customer agreed to come over to Best Buy. After successfully closing the sale, the sales clerk indicated that the customer could become a "Best Buyer" for life.

Focus: Inter-type competition (conflict), dyadic interaction model (change agent), retailer, price level policy, pricing policy (i.e., in terms of how to react to prices of the competition), beliefs, importance scores, attitude, preference, purchase behavior.

Questions:

1.   Define each of the terms listed above. Explain how each of the concepts relates to the identified marketing situation.

2.   Carry out a conceptual analysis of the situation described using the dyadic interaction model.

3.   If the customer used the weighted, expectancy-value model to form an attitude toward each of the stores, what attributes do you think would be considered (i.e., evaluative criteria) by the customer in making a decision as to where to make a purchase? Using a scale from 1 (very unimportant) to 7 (very important), how important do you think each of these attributes would be to the customer? Now, using a scale from 1 (very unlikely) to 7 (very likely), how would the customer evaluate (i.e., beliefs) each store on each of these attributes?

4.   Using the values you have identified in Question 3, calculate the customer's attitude toward each of the stores using the weighted, expectancy-value model. Which store would be more preferred? Why?

5.   Based on your results in Question 4, what should the "non-chosen" store do if it wants to attract this customer?

6.   What is the relationship among purchase behaviour, attitude, and preference?