

Try My Coffee

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Starbucks® entered the instant coffee market by introducing, Via®, a premium, individual-serving instant coffee sold in 3 and 12 individual-serving packs (<http://www.starbucksstore.com/via/>). When the product was introduced in the U.S., free samples were offered at each outlet. A recent promotion in the Canadian market involved the distribution of a sample of the product with the normal home-delivery of a national, business-oriented newspaper. The accompanying promotion included a product information card with an individual serving attached to the card, as well as a \$1.00-off coupon to apply to the purchase of either pack size. The coupon expired about 6 weeks later.

Focus: Sales promotion, adoption process, adoption curve (diffusion process), evaluative criteria, behaviour modification, shaping, marketing goal vs. marketing objective, marketing tactic, generic vs. selective demand.

Questions:

1. What is sales promotion? Why are the marketing efforts described in this case situation considered to be sales promotion?
2. Define adoption process. Identify and define each stage of the adoption process. How does this concept apply to the marketing efforts described in this case situation? How does the adoption process differ from the adoption curve (i.e., diffusion process)?
3. What are evaluative criteria? Which criteria are relevant when a consumer is trying a new brand of instant coffee? What is the nature of the rating scale(s) that a consumer would use to evaluate the criteria considered?
4. Define behaviour modification and shaping, as these concepts apply to learning theory. How do these concepts apply to the marketing efforts described? What needs to be done for shaping to be effective? How likely is the current promotion to be effective? Explain.
6. What is the distinction between a marketing goal vs. a marketing objective? What is the marketing goal of the marketing efforts described in this case?
7. What is the definition of a marketing tactic? What marketing tactics are being used in the promotion sent out with the newspaper?
8. How do the concepts of generic and selective demand apply to this case situation?