

## Wise Buying Practices

In groups of two, complete the following interview. One of you will be the consumer, the other the interviewer. You will complete the exercise twice - the second time you will exchange roles, and choose a different product. You will complete four means-end chains.

- Begin the interview by stating ...

*"Assume that you are in the market for \_\_\_\_\_.  
What factors do you consider when you are deciding what  
brand of \_\_\_\_\_ to buy for yourself?"*

- Then ask...

*"What two factors are most important to you in making your  
decision?"*

- Then, for each of these two factors, do the following...

*"Why is \_\_\_\_\_ important to you?" Or, "Why is  
\_\_\_\_\_ important? Or, "What does  
\_\_\_\_\_ give you?"*

- Continue this process for each factor until the consumer (your partner) cannot go on.
- Discuss what you have learned about the consumers' product knowledge and buying process.
- Finally, identify any problems that you had with the interview procedures. Is the buying process easy or hard for the consumers? Why do you think so?