

BROOKLYN



COLLEGE

Atkins: Weight? I'm on Atkins
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Case Study: Atkins: Weight? I'm on Atkins

Define Consumer Buyer Behavior

List 4 characteristics affecting consumer behavior

What is a sub-culture? List 4 important sub-cultures.

List and briefly define 4 types of buying behavior and give an example of each.

List and briefly define the 5 stages of the Buyer Decision Process.

Briefly define the term Adoption Process

List and briefly define the 5 stages of the Adoption Process.

What social, cultural, and personal factors are associated with obesity? With eating disorders? What psychological factors?

How would obesity, diets, and exercise programs fit into VALS lifestyles? What groups are most likely to take advantage of which means of losing weight?

Why have so many consumers chosen Atkins or the South Beach Diet? How has the decision-making process affected their choice?

How has American business capitalized on obesity and eating disorders? Is this desirable?

Americans spend more than \$100 billion a year on ways to lose weight, but it doesn't happen. Next year, the same people will probably spend more. People appear not to care if they don't get the product they pay for. What social, cultural, and personal factors explain this? How does it benefit business?