Customer Market analysis

1. Evaluate relevant buyer characteristics and describe how these are likely to influence buying behavior for the chosen product-market.
2. Consider decision-making models that may shed light on various stages in the buying process for the chosen product-market.
3. Present relevant marketing research findings.

Relevant Marketing Research Findings

Survey of 594 Pearl City High School students

Survey results

Frequencies

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<tbody>
<tr>
<td>Seniors</td>
<td>153 – 25.8%</td>
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<tr>
<td>Juniors</td>
<td>136 – 23.0%</td>
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<tr>
<td>Sophomores</td>
<td>168 – 28.9%</td>
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<tr>
<td>Freshmen</td>
<td>135 – 22.8%</td>
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37.2% of those surveyed participated in at least one club
38.2% surveyed participated in at least one sport
8.6% surveyed participated in student government.

Crosstabulation

Juniors and seniors are more willing to purchase a video yearbook. (p<0.1)
Student government participation is highly correlated with willingness to purchase a video yearbook. (p<0.02)
Participation in one club is correlated with willingness to purchase a video yearbook. (p<0.06)

136 Juniors and seniors that participate in one club = 22%
Results show a high correlation between juniors and seniors with participation in a club (p<0.00)

111 Juniors and seniors participate in at least one sport = 22%
Results show NO correlation between juniors and seniors with participation in a sport

(103) -17.4% students participated in at least one club and one sport

(56) -19.3% of juniors and seniors participate in at least one club and one sport

Juniors and seniors who participate in at least one sport or club have a correlation with purchase. (p<0.01)