

South Tuen Mun Government Secondary School
Business, Accounting and Financial Studies
Ch_3 Consumer Behaviour (3.2-3.3)

Becky has operated an 800 square feet kitchen, Becky's Kitchen, at a shopping mall since last year. The kitchen provides three kinds of services:

- 1 ***Dine-in*** service: Customers can order different styles of traditional Chinese dishes in advance and dine at Becky's Kitchen. Becky will prepare the dishes herself.
- 2 Cooking classes: Becky also organises cooking classes on weekdays. She hires famous chefs as cooking class instructors.
- 3 Venue rental for organising parties and banquets: Customers can rent the venue to organise parties and banquets. The demand for this service is high around festivals such as Lunar New Year.

1. Explain the needs of consumers satisfied by each of the THREE services provided by Becky's kitchen.

2. Explain the factors affecting consumer decisions that Becky's kitchen considers in the following situations:

a) Hiring famous chefs for cooking classes

b) Renting out venue for gatherings in the period of festivals

- 1 **Dine-in service:** This satisfies customers' needs to eat traditional Chinese dishes. This service can also satisfy customers' social needs. They can enjoy the dishes at Becky's Kitchen with their friends or families.
Cooking classes: This satisfies customers' self-actualisation needs. They can learn how to cook and develop cooking skills. The classes also satisfy customers' social needs. They can use their time productively and take classes with their friends.
Venue rental: This satisfies customers' needs to find a place for gatherings. Customers can rent the venue and use the facilities inside for gatherings on special occasions.
- 2
 - a Becky hires famous chefs who are regarded as reference groups by consumers. Since these chefs are professionals, customers have confidence in the cooking classes and believe that they can develop good cooking skills by attending the classes.
 - b Becky takes the factor of culture into account. Chinese people like gathering with friends or families during festivals but often find it difficult to find a place which can accommodate a large group of people. As such, the venue rental service can satisfy the needs of customers.
- 3 If I want to attend the cooking classes, I need to go through the consumer decision-making process:
 - (i) **Need recognition:** I may recognise that I need to attend cooking classes when I have delicious dishes prepared by my friends (external factor).
 - (ii) **Information search:** I will search for information about different cooking classes from different sources, e.g., comments on the Internet.
 - (iii) **Evaluation of alternatives:** I will compare different cooking classes using various criteria e.g., fees and reputation of instructors.
 - (iv) **Purchase decision:** I will decide to enrol in the cooking class organised by Becky's Kitchen.
 - (v) Post-purchase behaviour: If I am satisfied with the cooking class, I will introduce my friends to the class or attend other classes.
- 4 Becky will go through the following steps:
 - (i) **Problem recognition:** Becky recognises the need to buy ingredients, e.g., the dishes the customers have ordered require new ingredients.
 - (ii) **General need description and product specification:** Becky needs to think about the characteristics and how much of the ingredients she needs.
 - (iii) **Supplier search:** Becky searches for different suppliers by reviewing her supplier list or seeking recommendations from other business partners.
 - (iv) **Supplier selection:** Becky selects the ingredient supplier and buys the ingredients.
 - (v) **Performance review:** Becky asks her customers about the quality and tastes of the dishes and sees if they are satisfied. If both Becky and her customers are satisfied with the ingredients, Becky is likely to continue buying from the same supplier.