

Discussion 2 Details (Posting One) – Descriptive Consumer Information

Demographics are things like: age, nationality, occupation, income, housing info (house or apt), etc. Psychographics are things like: values, buying habits, social class (upper, middle, lower, etc.). In corporate travel, psychographics and demographics has less to do with the individual and more with corporations as a whole. These two dynamics bear no part on the decision-maker's purchasing process. The decision-maker has to consider the company needs when searching and choosing a travel management firm such as [REDACTED]. Individual preferences, attitudes, location, etc. may come later once a corporation has chosen a firm [REDACTED] and individual travelers have to build a travel profile. It is about saving the company's bottom line versus personal preferences. These individuals must keep in line with the corporation protocols so psychographics and demographics again have very little bearing. These corporations choose from a list of vendors that Agencia will contract on behalf of said corporation and then the individual travelers personal preference could come into play if given several options. If no options are given, then no individual preferences come into play and psychographics and demographics have no bearing. One could divide the travel profile hierarchy using these two dynamics but the conclusions are irrelevant compared to the corporation's main intent: to save travel expenditures.

Discussion 2 Details (Posting Two) – Descriptive Consumer Information

1) *Choose a discussion two (posting one) response generated by one of your colleagues and consider the relationship between A) consumer characteristics and B) the variation in products/services offered by their chosen company.*

How do the consumer characteristics relate to the products or services described by your colleagues?

My response is regarding Humberto's company 3DVIA. One would assume that the demographic characteristics would be geared toward computer savvy individuals with a basic knowledge of 3D graphics and design. Placing myself in the consumer's head, I am not well versed in these products and would hope this site has very detailed tutorials for the novice like myself. The UVP seems to indicate that anyone can utilize this website but it seems more geared to professionals than just the everyday consumer.

2) *List at least two product/service/information varieties and associate them with potential consumer characteristics. Summarize why a consumer with the characteristics they describe might have a need that could be satisfied by being their chosen company's consumer.*

3D models would be associated with the youth demographic because of the gaming capabilities this might be linked with. If this group were interested in creating 3D games then this would be the go to site. 3D authoring tools would be beneficial to the professional community who may want to spice up a presentation or just learn a new skill. 3DVIA could be the site for them to accomplish this task.