



Enterprise Purchasing Process

Attempt 1 *Available*

Overview

Write an analysis of the purchasing process conducted by a specific enterprise.

Just as consumers have a process by which they purchase products, every enterprise has a process by which it purchases products.

By successfully completing this assessment, you will demonstrate your proficiency in the following course competencies and assessment criteria:

- Competency 2: Analyze consumer behavior.
 - Describe a business that acquires, consumes, and disposes of a product.
 - Assess how the business acquires products or services, including the purchasing process.
- Competency 3: Assess the managerial application of customer behavior concepts.
 - Explain difficulties of obtaining products and how the process can be improved.

Competency Map

Use this online tool to track your performance and progress through your course.

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PROGRESS

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Context

Analyzing how consumers recognize their needs for products and evaluate their alternatives allows companies to determine how many types of products they should offer and how to advertise them. In recent years, when consumers showed a strong interest in healthier living and eating, fast food restaurants began offering alternative menu items. In some cases, such restaurants had difficulty predicting the particular ways that healthy living could be translated into their product offerings. Hamburgers without buns became a short-lived offering at some fast food restaurants. In contrast, healthy alternatives to French fries and soft drinks in kids' meals are still offered by many establishments.

The purchasing of goods and services drives the economy, but many factors influence consumers' purchasing decisions. The price associated with a purchase impacts whether or not a consumer will buy. Many other variables, such as how to pay for the purchase and the timing of the purchase, do as well. Many companies will use incentives such as cash-back, zero percent financing, or discounts to try to influence customers buy sooner rather than later.

Consumers have many choices in the types of goods and services they may purchase. They also have a variety of choices in the means by which to make a purchase. For example:

- Retail stores remain a dominant force in the sales of goods to consumers. A great deal of consideration is involved in retail store layout, employee training, and in selecting the location of the store.
- Online shopping continues to increase and evolve, and firms such as eBay and Amazon have become permanent fixtures in the marketing landscape.

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Questions to Consider

To deepen your understanding, you are encouraged to consider the questions below and discuss them with a fellow learner, a work associate, an interested friend, or a member of the business community.

- Many enterprises work to assist consumers through the pre-purchase phase, including the need recognition, the search, and the pre-purchase evaluation process. Toyota is an example of one such enterprise. Find the Toyota Web site by doing an Internet search. Once you access the site, evaluate the different ways that the company tries to assist the consumer in each step of the pre-purchase phase. How is the Toyota site innovative in its attempt to provide assistance during the pre-purchase processes?
- In many cases, current marketing works by trying to get a customer to change his or her desired state in the need recognition step of the consumer decision process model. This means that the company tries to influence customers to want to purchase its product instead of a different product. Find an example of a current advertisement that is trying to convince customers that they need a particular product. Examples can come from television, magazines, radio, direct mail, or the Internet.
 - What is the desired state the advertisement is trying to encourage in customers?
 - How is the advertisement trying to change customers' need recognition?
 - Do you think this ad is effective? Why or why not?
- Reflect on a time when you were lured into a store or into consideration of purchasing a product by seeing a high-end price item. How did the high-end price on one item affect your own thoughts on a purchase?

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Resources

Suggested Resources

The following optional resources are provided to support you in completing the assessment or to provide a helpful context. For additional resources, refer to the Research Resources and Supplemental Resources in the left navigation menu of your courseroom.

Capella Multimedia

Click the link provided below to view the following multimedia piece:

- Consumer Behavior Terminology / Transcript.

Library Resources


The following e-books or articles from the Capella University Library are linked directly in this course:

- Loshin, D. (2012). *Business intelligence: The savvy manager's guide* (2nd ed.). Waltham, MA: Elsevier.
 - Chapter 15 is particularly applicable to this assessment.

Course Library Guide

A Capella University library guide has been created specifically for your use in this course. You are encouraged to refer to the resources in the BUS-FP4024 – Customer Behavior Library Guide to help direct your research.

Bookstore Resources

The resources listed below are relevant to the topics and assessments in this course and are not required. Unless noted otherwise, these materials are available for purchase from the Capella University Bookstore. [Tutorials](#) [Support](#) [Log Out](#)  Bryan Nickerson ▼

searching the bookstore, be sure to look for the Course ID with the specific –FP (FlexPath) course designation.

- Babin, B. J., & Harris, E. (2018). *CB8: Consumer behavior* (8th ed.). Boston, MA: Cengage.

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Assessment Instructions

Write an analysis of the purchasing process conducted by a specific enterprise of your choice.

Complete the following:

- Select a current or previous employer and briefly describe the organization and its main business. You do not have to have been involved in the organization's actual purchasing process and decisions to complete the assessment.
- Analyze the purchasing process of the company by answering the following:
 - Assess and describe what it was like to acquire products within the company for use in your job. Do not include products that were for resale.
 - If possible, provide examples of both smaller items—such as office supplies or items needed to complete daily tasks—as well as larger items, such as a computer.
- Describe the process required to obtain the products. Include such information as:
 - The time it took to obtain items.
 - The process, or processes, involved. For example, was the process time consuming or straightforward?
- Explain any difficulty in obtaining products.
- Describe how the process could have been improved.

Use proper APA style and formatting. The content of your assessment should determine the length.

Enterprise Purchasing Process Scoring Guide

Use the scoring guide to enhance your learning.

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This button will take you to the next available assessment attempt tab, where you will be able to submit your assessment.