Your Name

Title of Submission (Ex: Chapter 14 Marketing Application Response; Discussion Board – Place, etc.)

Date

Lifestyle, p. 192

In choosing a car based on functional needs such as buying a Toyota Prius because of its functional abilities such as eco-friendly, cost efficient, good mileage, etc., the factor that affects the decisions making process will be *lifestyle.* The reason for stating so is that the lifestyle determines the functions and specifications of the car that are appropriate to fit in the life of that person. A person who does not care about environmental degradation and cost efficiency in other processes of his life, will hardly opt for Toyota Prius. Grabbing the car with specific functions appropriate for ones lifestyle will also ensure long term satisfaction, value-for-money and brand loyalty (Liu & Mattila, 2017). However, deviating away from lifestyle and making a choice that is different from one’s habits will not last longer. Therefore, it is highly recommended to go in accordance with the lifestyle choices through the decision-making process before the final product is chose.

Attitude, p. 190

Another marketing tactic used by the companies is focusing on the psychological needs of the consumers such as need for luxury, need for premium products, etc. Usually, these products will provoke the consumer to opt for them to satisfy their psychological inclinations. For instant, Audi advertises their cars to be premium, luxury, stylish, and an elite product with a specific psychological appeal. Attitude of the person determines his behavioral characteristics which are also a refection of his psychological state (Teeny et al. 2017). A rich, young, and energetic person will opt for an Audi Model specifically focusing on its body shape, color, etc. The person may not focus on specifications such eco-friendly, fuel consumption, etc. Therefore, the attitude effects the decision-making process significantly.

**References**

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