

Coffee Makers



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Overview

Product Description

The product used for research was a coffee maker. A coffee maker is described as a plug in appliance that pushes hot water through coffee beans to create coffee. A coffee maker is composed of a heating plate on the bottom, a glass pitcher to catch the coffee in, a water reserve tank, a cup of to hold coffee grounds, and a tube to tie this all together. The water from the reserve tank flows through the heating plate, boils, and then is sent up the tube to wash down through the beans. After it has seeped through the beans, it goes into the glass pitcher which holds it until the user is ready to use it.

In addition, many coffee makers today have timers on them that can be set and programmed so coffee is ready at a specific time, for example when a person wakes up. Coffee makers are used to make black drip coffee in which many people add sugar or creamer. The target market for this appliance could very likely be college students who don't want to spend money every morning at a coffee shop but who need substantial amounts of caffeine for the day.

Theory

Laddering The laddering method of interviewing is an in depth one-on-one interview technique used to get to know exactly why attributes are important and how they lead to values. By discovering these objectives, marketers can begin to understand what values cause consumers to buy the product because of this; they know how to market or advertise the product to focus on those values and how they can be achieved with the product. The laddering method accomplishes this by asking the common, "Why is this important to you?" question. This elicits responses to move up the "ladder" from a basic attribute, to a consequence, all the way up to a value. The technique is concerned with finding the linkages between each attribute and consequence and how that connects to the value.

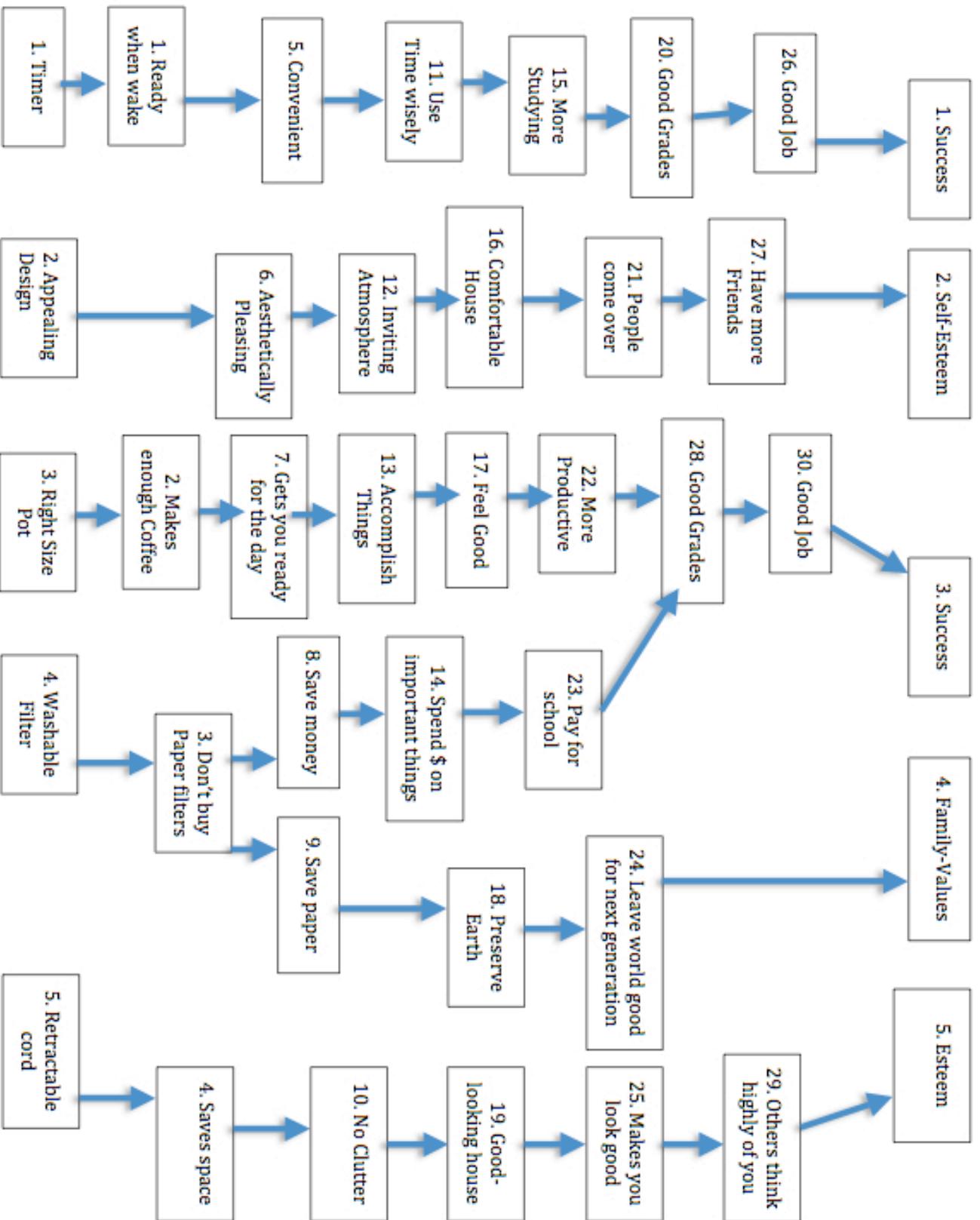
Means-Ends The laddering method is basically an application of the Means-Ends Theory. By asking “why” questions beginning with an attribute, one leads to a consequence and all the way to a value. The Means-End Theory states that everyone has end states such as self-worth or success that they desire to be at but must use various means to accomplish those ends. Therefore, when using the laddering method, the researcher tries to discover what means are necessary in the particular product group to reach the ends.

Methodology

The interview process consisted of the primary interviewer asking questions with a secondary interviewer sometimes present to write down the interviewee’s answers. It is important to conduct the interview in a quiet and somewhat secluded place to keep them on topic and to make them feel safe with their answers, with no feeling of judgment from the interviewer, just objective questions. This allows them to look at their underlying feelings about products.

The subjects were selected using a “convenient sample”. This means that they were selected because they were of availability to the interviewer’s need. All of the subjects were college students who own a coffee maker and use it regularly.

All of the responses were then combined from each group member’s interviews into one Hierarchical Value Map (HVM). This is a visual representation of the findings from the interviews. This map is important so one can quickly see the relationships. Each attribute is linked up to a consequence which leads to a value. All of the group member’s individual HVM’s were combined and the attributes which were most common or of most interest were then compiled together and made into one more full and complex map.



Attributes

Attributes are in the product: they are things like color, weight, speed or size. These are the first thing a consumer may notice about a product. Attributes are primarily the same for each consumer since they are physical and a tangible part of the product. Especially when considering fairly simple products, the attributes that each consumer notices do not vary much, but in more complex products, the attributes would have more of a variance among interviewees.

1. Timer: The timer of the coffee maker is a feature that allows the consumer to set a specific time that coffee will be done at. For instance, our subjects set it for a few moments after they woke up so it was ready right away.

- Holly: “I like the clock where you can set it for a certain time so the coffee is ready when I wake up.”
- Brian: “A timer is important so that I don’t have to make it all in the morning and be late for class!”

2. Appealing Design: This is the overall look of the coffee maker and the pot. This description includes the shape, color, size of the maker, and general descriptions that make a design appealing. It could vary from one interviewee to the other depending on whether they like plastic or metal, red or black, but all led to the same type of consequences.

- Allie: “ It has to look good because I am an interior designer and its important to have aesthetically pleasing space.
- Jamie: “I want a good looking coffee pot because then my kitchen just looks better.”

3. Right size pot: The right size pot refers to the amount of cups that the pot can hold. The majority of interviewees preferred a large pot for lots of coffee, but some wanted it just medium size to fit on their counter. Therefore, “big pot” was not the descriptor.

- Dean: “It has to have a big pot because all of my roommates need coffee in the morning.”
- Stevie: “I like a pot that’s not too big or too small. Then it makes enough coffee for me but also doesn’t take up a ton of space.”

4. Washable Filter: The filter is the piece that holds the grounds of coffee. In order to be washable, the filter must be able to be unattached and dishwasher safe and must be plastic with small holes so that additional paper filters are not needed.

- Antonia: “I need to be able to wash the filter because I don’t like the chemicals the paper filters give off, plus I’m helping the environment by not buying paper filters.”
- Robin: “A washable filter is important because I don’t want to always have to buy filters.”

5. Retractable Cord: The retractable cord is a feature that allows the cord that plugs into the wall to be wound automatically into the machine. Normally, interviewees described a button used to have the cord retract.

- Jenna: “I love a retractable cord because not only is it sweet, it saves a lot of space.”
- Alexis: “A retractable cord is great because then it doesn’t get tangled or clutter up my counter.”

Consequences

Consequences are defined as, “not physically in the product but result from something that is.” They tend to be different depending on the consumer since they are what the consumer is looking for in the product. An example would be, “I want a coffee maker that will match my kitchen.” The color of the coffee maker is the attribute. However, you want it to match your kitchen is the consequence.

1. Ready when wake: Having the coffee ready for you when you wake up in the morning.

Having the coffee ready for you when you wake up in the morning is a consequence of the timer attribute due to you not having to get up early to make the coffee.

- Brian “I want the coffee to be ready when I get out of bed.”
- Allie “I want the coffee to be made when I am waking up.”

2. Makes enough coffee: Having enough coffee to satisfy your needs. Making sure the coffee pot makes enough coffee is a consequence of pot size because by choosing the right pot size the consumer can make sure they have enough coffee.

- Jamie “I need a lot of coffee, so I want it to make enough coffee.”
- Robyn “I want it to make enough coffee so I don’t have to make multiple pots.”

3. Don’t buy paper filters: The lack of a need to purchase paper coffee filters in order to make coffee. Don’t buy paper filters is a consequence of the attribute washable filter because having a washable filter on a coffee makers negates the need to buy one-time use paper filters

- Robin: “I don’t want to have to pay for something that I have the option of not paying for.”
- Allie: “I have enough things to worry about buying. I don’t need another one.”

4. Saves space: Taking up only as much counter space as is necessary given the features and function of the coffee maker. Saves space is a consequence of the attribute retractable cord because having a power cord that can be retracted into the coffee maker saves the space the cord would have displaced.

- Jenna: “I don’t want my coffee maker to take up more space than it needs to.”
- Erica: “My counter is too small as it is. I don’t need my coffee maker taking up all the space.”

5. Convenient: Convenience of having the coffee ready when you need it. Convenience is a consequence of having the coffee ready when you are awake because it allows you to use your time for other things than making coffee.

- Holly “I want to not worry about making my coffee in the morning.”
- Nancy “I have a busy morning so I need to focus on other things than coffee.”

6. Aesthetically Pleasing: Liking the color, design, and look of your coffee maker in response to the kitchen. Aesthetically pleasing is a consequence of appealing design due to you liking the design of the coffee maker.

- Tom “I want to like the way my coffee pot looks in my kitchen.”
- Jamie “I want it to be a certain color and look cool.”

7. Gets You Ready For The Day: Getting ready for the day is a consequence of your coffee pot making enough coffee. If your coffee pot did not make enough coffee, there would not be enough caffeine for you and it would be tough for the respondent to get ready for the day

- Brian “I like to drink my coffee on my way to class, it wakes me up.”
- Matt “I need the coffee to start my day.”

8. Save money: The act of keeping money in one’s possession and saving it for a time in the future when it is needed. Save money is a consequence of Don’t buy paper filters because if the owner of a coffee maker is not purchasing paper filters. They are saving the money they would have been spending on them.

- Stevie: “I waste enough money as it is. I don’t need to waste even more money on coffee filters.”
- Allie: “Right now I’m trying to save as much money as I can by eliminating unnecessary purchases. Buying a coffee maker that doesn’t use paper filters gave me one less thing to worry about buying.”

9. Save paper: Saving paper is the act of not consuming paper when it isn’t absolutely necessary. Save paper is a consequence of Don’t buy paper filters because when one uses a coffee maker that uses no paper, they are saving paper.

- Stevie: “It’s important for us to save paper and not be wasteful.”
- Tim: “Not having filters to throw away helps minimize my trash, and reduce my impact on the earth.”

10. No clutter: An efficient design that eliminates the clutter that less efficient designs do not.

No clutter is a consequence of Saves space because a well designed product will take up only as much space as needed and in doing so eliminate clutter

- Robin: “It’s important to me that my counter top looks clean and not cluttered with things.”
- Dean: “I don’t want something on my counter that makes it look messy.”

11. Uses time wisely: The respondent uses their time in the way they feel benefits them the most.

Using time wisely is a consequence of having a convenient coffee maker because it allows you to do other things and still have your coffee be ready when you need it.

- Allie “My time is important and I don’t want to waste it making coffee.”
- Nancy “I need all the time in the morning I can get”

12. Inviting Atmosphere: Feeling welcomed for both you and your guests in your surroundings.

An inviting atmosphere is a consequence of aesthetically pleasing because if your coffee maker is aesthetically pleasing you will feel welcomed there and so will your guests.

- Holly “It makes the overall feel a little more inviting and organized.”
- Jamie “People will feel comfortable in my home.”

13. Accomplish Things: Accomplishing goals or activities that you have planned. Accomplishing

things is a consequence of getting ready for the day. If you are ready for the day you are able to focus better on getting things accomplished.

- Erica “I can than get done everything I need to”

- Dean “I will be able to accomplish what I need to for that day”

14. Spend money on important things: Spending money on things deemed important to ones future. Spend money on important things is a consequence of saving money because saving money gives one more money at their disposal to spend on things deemed important to them.

- Allie: “I need to watch how much I’m spending so I have enough money for groceries and student loans.”
- Stevie: “If I wasted less money on things I don’t need I would be a lot less stressed.”

15. More Studying: The respondent will be able to study for school. More studying is a consequence of using time wisely. If you use time wisely in doing other things you will have more time available to study.

- Jonathan “If I can accomplish other things I can study more”
- Holly “When I use my time wisely I have enough time to study”

16. Comfortable House: Having a home where you feel comfortable to live and enjoy life in. A comfortable home is a consequence of an inviting atmosphere. The reason is because if you have an inviting atmosphere your home will be more comfortable to live in.

- Alexis “I want to feel comfortable and laid back in my house.”
- Tim “People will feel comfortable in my home and want to come over and hang out.”

17. Feel Good: Feeling good about yourself, life and being in an overall good mood. Feeling good about yourself, life, and being in a good mood is a consequence of accomplishing things. If you are able to get done things you want to accomplish you feel good.

- Jenna “When I accomplish things, I just feel on top of the world which is a good feeling.”
- Brian “I feel good about myself when I’m ahead in life.”

18. Preserve Earth: Actively and passively doing things that will help our planet last longer. Preserve Earth is a consequence of save paper because saving paper is something that will help reduce the waste on this planet. The less waste we have on earth the more environmentally healthy it will be.

- Antonina: “It’s important that we don’t take our planet for granted.”
- Tim: “We need to do everything we can to make our planet a clean safe place to live.”

19. Good looking house: A visually appealing and aesthetically pleasing home. Good looking house is a consequence of No clutter because a minimal amount of clutter in one’s home is essential for it to be considered good looking.

- Jenna: “I want my things to look good so that when my friends come over I can show it off.”
- Robin: “When my house looks nice and clean it makes me much less stressed out.”

20. Good Grades: Getting better grades in school. Getting good grades is a consequence of more studying. If you study more in school you are going to get better grades.

- Holly “So I can get good grades.”

- Allie “Good grades are important and mean a lot to me.”

21. People Come Over: People visiting your house. People coming over to your house is a consequence of a comfortable house. If you have a comfortable house more people are going to come over and hang out.

- Tim “People will come over to my house then.”
- Dean “I like it when people visit my house and spend time there.”

22. More Productive: You are more productive in your life. Being more productive is a consequence of feeling good. If you feel good you are going to be more productive and do more things.

- Erica “I get more things done if I feel good”
- Stevie “When I’m in a good mood, I am more productive.”

23. Pay for school: Having the economic ability to shoulder the high cost of a college education. Pay for school is a consequence of Spend money on important things because school is an important investment that requires a great financial commitment and saving money allows one to shoulder that commitment.

- Stevie: “I’d like to not have my parents have to help me too much with paying tuition.”
- Allie: “I’m trying to save as much money as I can so I can pay off my student loans faster in a few years.”

24. Leave the world good for the next generation: Making sure that our planet is in good shape so that our children can grow up and live in a clean environment. Leave the world good for the next generation is a consequence of Preserve Earth because preserving the Earth will result in the Earth being in a better environmental condition in the future than it would if we did not make an effort to preserve it.

- Allie: “I want the world that my kids live in to be clean and safe.”
- Antonina: “It’s important that we are good stewards to our planet for our and our kid’s sake.”

25. Makes you look good: One’s visual appeal is enhanced. Makes you look good is a consequence of Good looking house because others largely base initial opinions of people on the appearance and quality of their possessions. One’s house is more often than not one’s biggest and easiest to judge possession.

- Alexis: “It’s important that my stuff looks good so I can make a good impression on people.”
- Jenna: “Everyone wants good looking things because it makes you look good to other people.”

26. Good Job: Getting a good job that you like and can be successful in. Getting a good job is a consequence of getting good grades. If you get good grades you will have a better chance of getting a good job because employers see your hard work in school and think it transfers to a hard working employee.

- Holly “I can get a good job then”

- Nancy “No one will hire someone who is failing out of college.”

27. Have More Friends: Having and maintaining a greater quantity of personal friendships than one would have had without them coming over. Having more friends is a consequence of people coming over, because having people over and socializing with them tends to form personal friendships

- Robyn “I had a lot of great friendships form at get-togethers at my house.”
- Tom “I’ve made a lot of friends hanging out with people at my place.”

28. Good Grades: Getting good grades in your classes at school. Getting good grades is a consequence of being more productive. If you are more productive in the time you are given and study well then you get good grades.

- Matt “I can study and get good grades.”
- Dean “I won’t be lazy and then I will get good grades.”

29. Others think highly of you: Your peer’s form a positive opinion of you based on socially universal peripheral cues. Others think highly of you is a consequence of Makes you look good because people weigh appearance very highly when making judgments of others. This makes the likeliness of others forming a high opinion of someone they think looks good very high.

- Robin: “I want my things to look good so my friends don’t think I’m a slob.”
- Erica: “When you have nice looking things it makes people look at you differently. It almost makes you seem more professional.”

30. Good Job: A job where you are successful and enjoy yourself. Getting a good job is a consequence of getting good grades. If you have good grades you are more likely to get a good job.

- Brian “My good grades will stand out to employers and they can hire me.”
- Jamie “Good grades normally get you a better job.”

Values

Personal Values are very high-level personal states (Norton, 1984). Values are the end of the laddering model. Attributes of things and the consequences of owning or using them are valued only because they are instrument means to those ends (Norton). While attributes provide differentiation on a perceptual basis between products it's the values people have that give those distinctions meaning that make them and the consequences of using them personally relevant (Norton). It's important to understand all elements and linkages because people may reach values in different ways. Values don't lead anywhere further because they are the level people strive for. Some examples of values are self-esteem, security, esteem and success. The values orientation of the model can serve as a basis for segmenting a market, evaluating competitive products or developing advertising strategy (Norton).

1. Success: The subjects defined this as doing well for themselves in life, mainly in the area of achievement through work. Subjects got to the value of success through several consequence level steps. The highest-level consequence contained in the ladder is a good job (26), which subjects directly related to the value of success. A direct link can be seen between having a good job (26) and success in the workplace. Subjects defined a good job as one that they will make a substantial amount of money doing. Success was seen by the subjects as being in line with a good job because they equated having a substantial amount of money to being successful in life. That link was made due to the fact subjects believed the more money you have the more opportunities you have in life, which leads to success.

- Brian: “ Getting a good, high paying job is important to me because I want a successful life.”

- Robyn: “if I work hard to be hired at a good job then I can make a lot of money and be successful.”

2. Self-Esteem: Feeling good about oneself. The value of self-esteem was linked to the consequence of having more friends (27). The subjects interviewed believed that the more friends they had, the more loved they would feel and therefore the better they would feel about themselves. Self-esteem is all about how you feel about yourself, whether those are positive or negative emotions is up to the individual. Subjects interviewed expressed the desire to have high self-esteem because life itself is better when you feel good about yourself. Being around people who like you and enjoy being with you leads to high self-esteem, so obviously subjects desired to have more friends in their lives.

- Erica: “Having more friends makes me feel good about myself.”
- Jenna: “The more friends I have around me the better I feel about myself.”

3. Success: The third value is success, which is identical to the first value. The high level consequence leading to the value is the same as well, having a good job (30). The same explanations previously mentioned apply to this ladder. Subjects related having a good job, to making a lot of money to being a success in life. The only difference with this chain is the respondents interviewed. The subjects in this chain came from different attributes so had a slightly different take on the consequences but not by much.

- Allie: “I want to be a success in life and I will achieve that by having a good job”
- Jonathan: “I want to be independent because I think that helps in being successful”

4. Family values: Our subjects defined family values as the belief and understanding that their family was an extremely important facet of their lives as well as the desire to see them healthy and happy in life. The highest-level consequence in this chain is to leave the world better for the next generation (24). The subjects exhibited the belief that if they do their part in taking care of the earth, then it will subsequently be in better shape for future generations meaning their children, grandchildren, etc. Subjects expressed their desire to do everything within their power to ease the pressures and stress on their families. Family values can be shown in many ways, but this ladder shows it by subjects' wishes to leave the world in good shape for future generations.

- Tim: "I want to leave the world in good shape for the future Rices' (his last name) of the world."
- Antonina: "Even though I won't be around forever, I want to make sure my family is taken care of because they are very important to me."

5. Esteem: being regarded in a positive light, meaning how other people see you. Subjects expressed their desire for esteem through the high level consequence of the desire to have others think highly of them (29). The two aspects are linked because if people think positively of you than you also have high esteem. Self-esteem and esteem are similar but they differ in the source of the emotion. Subjects expressed their desire to be liked from their exterior environment. If the people around them view them in a positive light then they have high esteem, which carries over into every part of their lives such as self-confidence.

- Dean: "It's very important to me that people like me."
- Robyn: "I want people to see me in a good way."

MECCAS Framework

The MECCAS framework comprises of five fundamental components. Each of the components is derived from the analysis of the HVM generated in the laddering process (Norton 1987). The MECCAS fundamental components are its driving force, leverage point, consumer benefit, message elements, and executional framework. Each of the components is used to identify a single, important chain from the HVM, which is used to develop an effective advertising strategy.

Primary Target: Our primary target for the coffee maker is females between the ages of 20 and 25. They strive for using their time wisely and value the future success it will bring. Our target market is focused on obtaining a higher education, that is obtained through more time spent studying, which will lead to a successful career.

Driving Force: The driving force of the message corresponds to the values level of the HVM. It is the personal value toward which a group of consumers strive, and which thereby gives meaning to the lower level elements of the HVM (Norton). The driving force for our target market is **success**. Our marketing strategy focuses on success because we know our target market is concerned about what's to come in the future, and how a good job can lead to success.

Leverage Point: The leverage point of the message is a high-level consequence that links itself to the lower-level consequences and attributes of the product (Norton). The leverage point for our target market is getting a **good job**. This high level consequence is focused on because of its need in reaching the driving force of our target market, which is success.

Consumer Benefit: The consumer benefit is a consequence-level positive outcome of having or using the product and is explicitly communicated in the commercial, either verbally or nonverbally (Norton). The consumer benefit of our target market is **using time wisely**. Our marketing strategy focuses on this benefit because of how important one's time is to our target market and how it can lead to the top of the value chain. Using time wisely leads to allowing more time to study, which in turn provides good grades and in the end leads to a good job and success.

Message Element: Message elements are explicitly communicated in the advertising strategy. They correspond to attributes or low-level consequences in the HVM (Norton). The message element of our target market is the fact that it has a **timer**. Our strategy focuses on the timer attribute because our target market sees it as a necessity for being successful. The timer leads to success because it allows for time to be spent more wisely by allowing time to not be wasted making coffee or waiting for coffee to be made.

Executional Framework: The executional framework, the plot, tone, and action scenario of the advertisement join the elements. When all five elements are present, the result is a viable advertising alternative (Norton). Having a well-structured framework allows us to effectively and clearly get our message across to our target market.

Our television commercial will feature two females in their early twenties, sleeping in bed waiting for the fresh coffee aroma to awake them. They will be shown on a split screen, each having their own separate days. One of the females (female #1) has the timer on the coffee pot to start brewing at 7 am and the other female (female #2) has to get out of bed to get her

coffee brewing. Female #1 wakes slowly to the refreshing coffee aroma and heads to the kitchen to get a cup and start preparing for the day. Female #2 is awoken abruptly by a beeping alarm clock and stumbles her way to the kitchen, rustling around half asleep trying to get the coffee brewing. She then heads back to bed to wait for the coffee to finish. Female #1 is off to the library by 8 am to get some studying done before her big test at 10 am. Female #2 eventually awakens to the coffee and slowly gets on her way to the library around 9:30 am.

It now cuts to them both in a classroom taking a test, with female #1 looking confident and prepared and female #2 looking frazzled and stumped. It then cuts to both of them back in bed and female #1 waking up to the coffee aroma and heading off to work in a nice suit and female #2 still struggling to get out of bed and eventually flipping through the wanted ads in the local newspaper.

Campaign Theme: It gets you up and ready to take on the world.