

Video Case Study #1: Toyota: Building Cleaner, Greener Cars

[\(\[http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch04_Toyota_video_Kerin12e.mp4\]\(http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch04_Toyota_video_Kerin12e.mp4\)\)](http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch04_Toyota_video_Kerin12e.mp4)

1. How does Toyota's approach to social responsibility relate to the three concepts of social responsibility (profit responsibility, stakeholder responsibility, and societal responsibility)?
2. How does Toyota's view of sustainable mobility contribute to the company's overall mission?
3. Has Toyota's National Parks project been a success? What indicators suggest that the project has had an impact?
4. What future activities would you suggest for Toyota as it strives to improve its reputation?

Video Case Study #2: Groupon: Helping Consumers with Purchase Decisions

[\(\[http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch04_Groupon.mp4\]\(http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch04_Groupon.mp4\)\)](http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch04_Groupon.mp4)

1. How has an understanding of consumer behavior helped Groupon grow from 400 subscribers in Chicago in 2008 to 200 million subscribers in 48 countries today?
2. What is the Groupon Promise? How does the Groupon Promise affect a consumer's perceived risk and cognitive dissonance?
3. Describe the five-stage purchase decisions process for a typical Groupon user.
4. What are possible psychological and sociological influences on the Groupon consumer purchase decision process?
5. What challenges does Groupon face in the future? What actions would you recommend related to each challenge?

Video Case Study #3: Trek: Building Better Bikes through Organizational Buying

[\(\[http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch05_Trek.mp4\]\(http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch05_Trek.mp4\)\)](http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch05_Trek.mp4)

1. What is the role of the buying center at Trek? Who is likely to comprise the buying center in the decision to select a new supplier at Trek?
2. What selection criteria does Trek utilize when it selects a new supplier or evaluates an existing supplier?
3. How has Trek's interest in the environmental impact of its business influenced its organizational buying process?
4. Provide an example of each of the three buying situations – straight rebuy, modified rebuy, and new buy – at Trek