

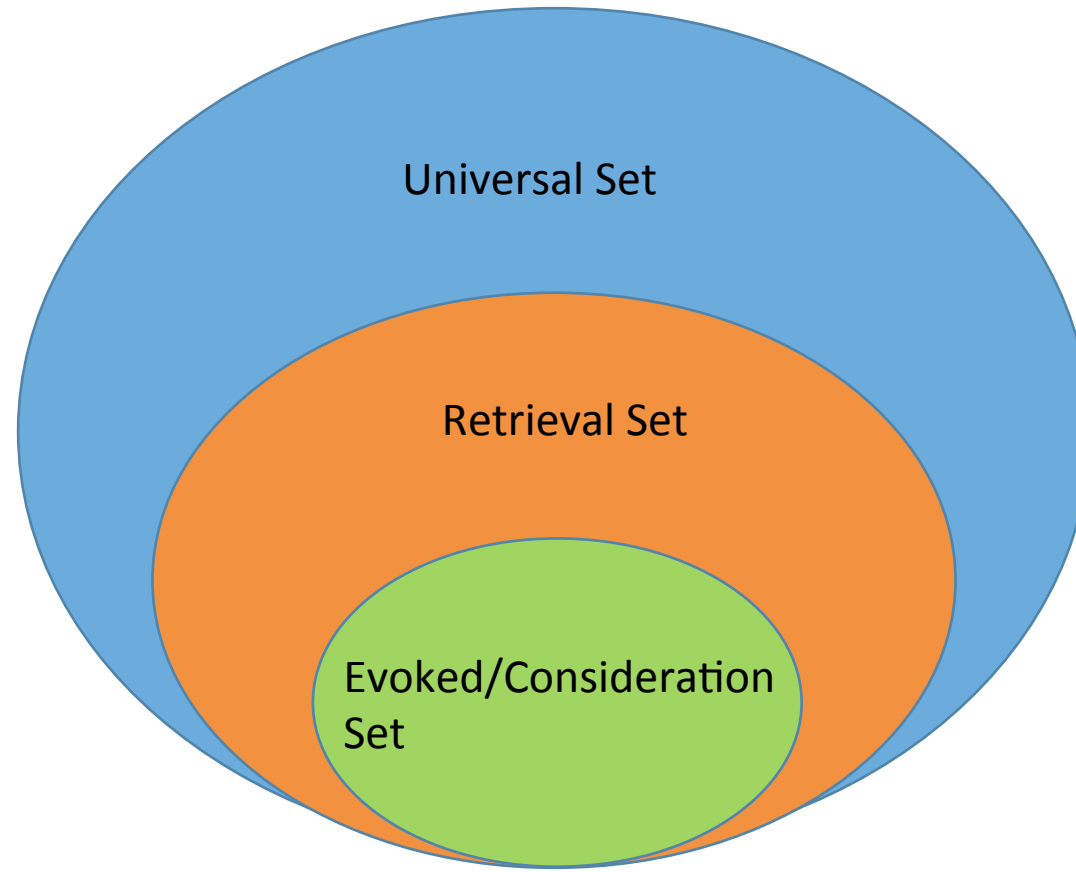
Food for Thought: The 1- Minute Evoked Set Competition

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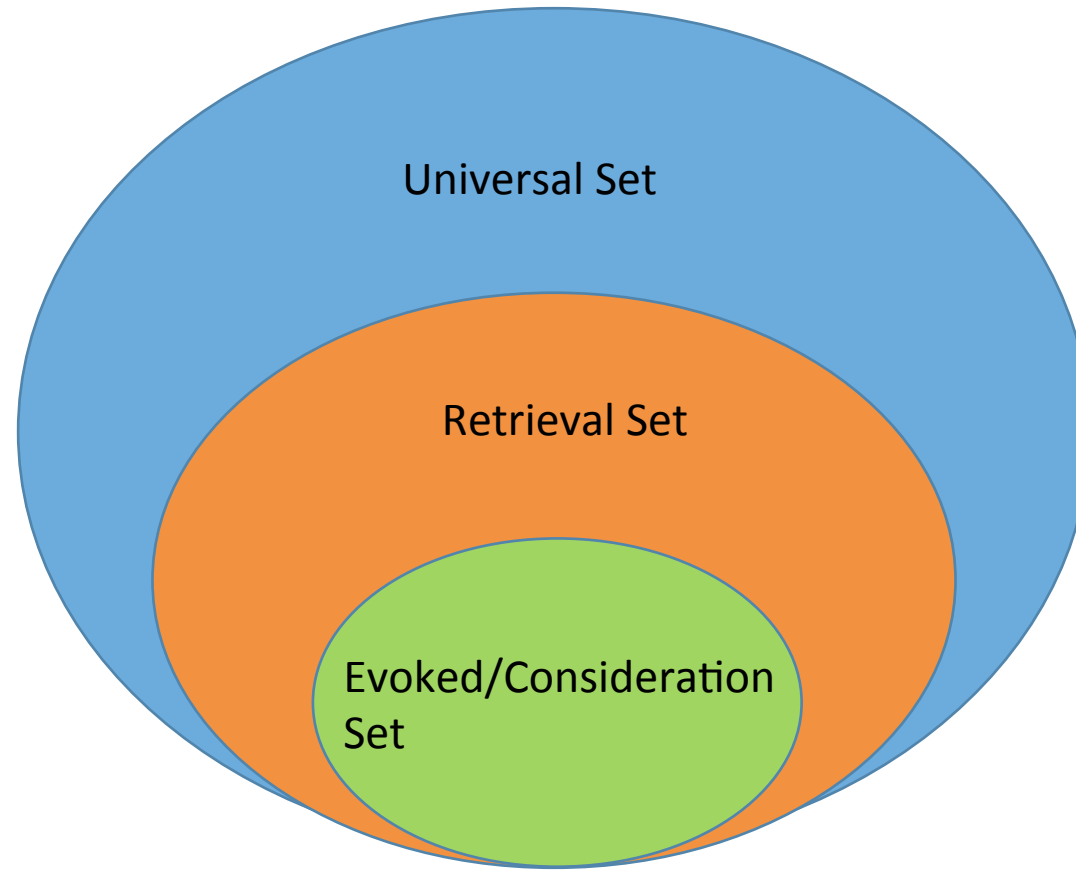
Attribute Sets

Consideration set
(Evoked set): A group of brands within a particular product category that the buyer views as alternatives for possible purchase



Attribute Sets

In one minute, list
all the **FAST
FOOD**
restaurants you
can!



Dr. Moore (as a grad student)

		<u>McDonalds</u>		<u>Panera</u>	
.3	Quality	5	(1.5)	10	(3)
.2	Visual Appeal	3	(.6)	8	(1.6)
.5	Price (low)	10	(5)	2	(1)
			7.1		5.6

1st Rate each attributes importance (must add up to 1)

2nd Rate each table on a scale from 1-10
(e.g., 1=low quality, 10=high quality)

Dr. Moore (working professional)

		<u>McDonalds</u>		<u>Panera</u>	
.4	Quality	5	(2)	10	(4)
.5	Visual Appeal	3	(1.5)	8	(4)
.1	Price (low)	10	(1)	2	(.2)
			4.5		8.2

1st Rate each attributes importance (must add up to 1)
2nd Rate each table on a scale from 1-10
(e.g., 1=low quality, 10=high quality)