

Category	Question (Does your target market ...)	Y	N	Competition	Better TM	Note
Perception	Get enough exposures to the brand?		N	Jif, Skippy	Need a more specific TM	-Does not get enough exposure -Most people forget that Peter Pan is even peanut butter
	Pay attention to the exposures?	Y	N	Jif, Skippy	Need a more specific TM	-Paid attention when the recall happened, but not in recent years -Peter Pan is a forgotten peanut butter brand
	Understand the brand and its message?	Y		Jif, Skippy	Need a more specific TM	-“The whole family can enjoy”—referencing the fact that pretty much anyone can enjoy it -Product that can be consumed by just about anyone
Interpretation	Categorize the brand as you intended?	Y		Jif, Skippy	Need a more specific TM	-Thoughts were that peanut butter would be targeted as household, family product
	Compare the brand to right competition?	Y		Jif, Skippy	Need a more specific TM	-Jif and Skippy are Peter Pan’s main competitors -Numerous brands for a product as simple as peanut butter -Could consider adding Smucker’s to the mix as it is another well-known peanut butter. However, Jif, Skippy, and Peter Pan have peanut butter that is more similar. Smucker’s has a different texture that sets it apart from this group
Attitude	Form the intended attitude toward the brand?		N	Jif, Skippy	Need a more specific TM	-Overshadowed by Jif and Skippy making it hard to break into the minds of customers -Use of cognitive processing and peripheral consumption -Not a high value product -Decision making and information search is not extensive
	Strongly maintain the attitude?		N	Jif, Skippy	Need a more specific TM	-Market attitude is highly peripheral
Memory	Remember the brand and its message?	Y		Jif, Skippy	Need a more specific TM	-For specific customers: nostalgia -With limited exposure, extinction can occur -Oldest peanut butter brand
	Have desirable brand associations?		N	Jif, Skippy	Need a more specific TM	-Committed to having customers be in positive mood -After salmonella incident, refocused to be healthy an natural brand with introduction of “Simply Ground” -Hope that negative memory of contamination crisis is eliminated -Consumers are mostly 55 years of age and older -mostly long-time buyers with nostalgic connection
Problem Recognition	Understand why they need the brand?		N	Jif, Skippy	Need a more specific TM	-Household need for peanut butter -Large part of mothers and father buying for household -Choose competitors first, no need for peter pan, don’t want illness
Information Search	Know where to find the necessary information?		N	Jif, Skippy	Need a more specific TM	-Struggles with consumer access to brand information -Only place to really find out about Peter Pan is through their website -Not a valued enough product to warrant extensive research into product
	Have access to enough information?		N	Jif, Skippy	Need a more specific TM	-Lack of exposure -Only ads they have are from around the 1950s -When Peter Pan brand is searched on internet, the movie and cartoon character come up, overshadowing the peanut butter brand

						<ul style="list-style-type: none"> -Do not have an excessive number of products, so website is informative about which products they do have -No social media or following base -Have the ability to get more brand information out to the consumer market, but they do not do it
Decision Making	Use a decision rule that is favorable to the brand?	Y		Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -Should changes be made to the current advertising strategy? -Should the brand name be changed to position itself away from its current product safety situation? -Not a lot of post-purchase regret with exception of salmonella incident in 2007 -Brand loyalty has similarities to Coca-Cola loyalty; connected by nostalgic significance
	Strictly use only one decision rule?	Y		Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -Most widely used decision rule by the customers is due to the nostalgic significance of the peanut butter brand -Not decided upon by price or taste because it is in the middle of the pack for both factors -Reason why this brand is consumed mostly by people aged 55+ years old
Post-decision	Regret the purchase decision?		N	Jif, Skippy	Need a more specific TM	-In comparison to other brands, would regret maybe. In 2007 definitely regretted
	Share their thoughts with the others?	Y		Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -Yes, many consumers of the product seem to be loyal. -Older individuals tend to share information with friends, leading to even more older individuals purchasing the product
Demographic Influence	Get influenced by geographical location?		N	Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -Walmart company -Not much impact from geographical locations -Widely consumed product, especially in the United States -As most people have access to a grocery store no matter where they are, they then have access to peanut butter
	Get influenced by ethnicity?		N	Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -Peanut butter consumed by almost 90% of households in United States -Peanut butter is a relatively difficult product to find in Europe
	Get influenced by religion?		N	Jif, Skippy	Need a more specific TM	-Not directly influenced by religion
	Get influenced by social class?	Y		Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -Price conscious, lower income -Low price---can buy in bulk -Protein packed food, meaning you do not have to eat a lot of it to get benefits and fills you up quickly -Purchased by both low and high social classes
	Get influenced by age?	Y		Jif, Skippy	Need a more specific TM	<ul style="list-style-type: none"> -“Family product”, mothers/parents usually the purchaser for household food products -Purchased mostly by older people though, based on the nostalgic significance -Convenient food product
	Get influenced by gender?		N	Jif, Skippy	Need a more specific TM	-Both women and men purchase Peter Pan peanut butter

	Get influenced by reference group?	Y		Jif, Skippy	Need a more specific TM	-Individuals pertaining to “healthy living” movement -Good source of protein for these individuals with healthy fats
Psychographic Influence	Get influenced by value?	Y	N	Jif, Skippy	Need a more specific TM	-Certain segments of the target market focus on low price products -College students with small budgets would be likely to buy peanut butter -For others, value is a non-issue -Price does not have a significant range, most peanut butter brands are around the same price -Differences can be result of store-name versus brand-name
	Get influenced by personality?	Y		Jif, Skippy	Need a more specific TM	-Most people buy it, therefore most personalities buy it -Differences come into play when how and why peanut butter is bought -Someone who has a personality oriented more towards instant gratification would simply grab the first option they see
	Get influenced by lifestyle?	Y		Jif, Skippy	Need a more specific TM	-Marketed as all natural, so semi-g geared towards -Active person looking for energy on the go will be more inclined to buy smaller sized packages to bring with them, whereas a mother would be more inclined to purchase a large quantity of peanut butter at one time -Someone with an health-conscious personality will be interested in the fact that Peter Pan offers all-natural products