

# Strategic Marketing Practice Exam Review Case 2



# Case 2 - Organizational Overview

- ▶ Case 2 overview
- ▶ In Motion Activewear Company



## Case 2 – Challenge One

- Tennis clothing
- 30 stores and select tennis clubs worldwide
- Converted pickleball players
- Industry growth



## Case 2 – Marketing Planning Process

- ▶ Athleisure wear clothing
- ▶ Marketing to support rapid growth
- ▶ New target markets
- ▶ Marketing mix modifications



## Question 2.3

Ongoing environmental scanning at *In Motion Activewear Company* has heightened awareness of recent consumer trends relative to activewear which is outpacing sales of other clothing categories. Multiple factors have contributed to sales growth, including increased health consciousness among consumers with more involvement in sports and recreational activities, work-from-home situations with a preference for comfortable clothing, and the emergence of athleisure clothing. Executives at *In Motion Activewear Company* suggest that marketing strategies should be focused on the personal factors that influence consumer behavior relative to activewear. Among personal factors, they believe that demographics, lifestyle, and personality are the most critical influences on activewear purchase decisions. As a marketing consultant to the company, what is your expert opinion of this approach?

- A. It is an acceptable approach since the described personal factors represent all influences on decisions regarding activewear
- B. It is not an acceptable approach since situational, social, and psychological factors also influence decisions regarding activewear
- C. It is not an acceptable approach since situational, psychological, and economic factors also influence decisions regarding activewear
- D. It is an acceptable approach since the described personal factors are the most obvious influences on decisions regarding activewear

ANSWER: B

Course Learning Outcome: Apply key consumer behavior principles to marketing decisions

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## Question 2.4

Sales growth for activewear has been partially influenced by the fact that the clothing has crossed over into fashion clothing, with more people wearing activewear for everyday events. This has led to the term athleisure often being used for clothing. How would you explain to your client the likely reasons for this fashion trend based on the social factors of consumer behavior?

- A. Culture, family, and social class have impacts on needs and wants with guidance on acceptable behaviors for the groups
- B. Culture, reference groups, and social class have impacts on needs and wants while dictating the required practices to belong
- C. Subcultures, reference groups, and social class influence perceptions of needs and wants while encouraging similar behaviors and group conformity
- D. Culture, family, and opinion leaders influence perceptions of needs and wants with strict standards for behavioral practices of group members and followers

ANSWER: C

Course Learning Outcome: Apply key consumer behavior principles to marketing decisions



## Question 2.14

*In Motion Activewear Company*, a company initially focused on tennis, and pickleball segments, is entering the general activewear market to tap into other sports segments and athleisure clothing. The company offers premium-priced, high-quality activewear, which is made from performance fabrics and includes the brand's familiar logo. *In Motion Activewear Company* has a strong brand image and loyal customers. In a recent meeting with executives in the client company, a comment was made that the prices of the company's activewear relative to its quality are the only value created for consumers by the brand. What is the problem with this assumption?

- A. The brand also creates value for consumers through its attributes, benefits, and influences on self-perception
- B. The brand also creates value for consumers through its attributes, alignment with personal values, and similarity to other products
- C. The brand will not have a financial value for consumers when comparing prices to quality for price-insensitive consumers
- D. The brand will not have a financial value for consumers when comparing prices to quality unless competitive products are also reviewed

ANSWER: A

Course Learning Outcome: Use the marketing planning process to meet business goals



## Question 2.15

*In Motion Activewear Company* has developed a reputation for its high-quality activewear for the tennis and pickleball segments. Performance fabrics and stylish designs validate the premium prices. The brand and its logo are well-recognized. Sales growth is attributed to alliances with sports leagues, tournaments, and players in the target segments, along with product sales primarily through company stores and sports clubs. A strong brand image has led to a loyal customer base. Environmental trends have resulted in planned product line extensions. As a marketing consultant to the company, you think it is now important to assess brand equity which can impact marketing initiatives. What explanation do you have for this assessment?

- A. To understand the perceptions and practices of competitors, attract and retain customers, and maintain a strong brand
- B. To understand the perceptions and practices of new target segments, attract and retain customers, and maintain a strong brand
- C. To understand the perceptions and practices of target segments, attract and retain customers, and maintain a strong and competitive brand
- D. To understand the perceptions and practices of consumers, address the needs and wants of target markets, and maintain a competitive brand

ANSWER: C

Course Learning Outcome: Summarize the relevance of brand management strategies to the overall marketing process





## Question 2.20

You are working with executives at *In Motion Activewear Company* on the exciting market entry into general activewear after many years as an established brand in selected sports segments. As part of the plan, the company intends to target the athleisure clothing segment with trendy products. The company will be consistent with its product quality (high) and premium pricing. Primarily innovative, sustainable fabrics will be used for the athleisure product line. *In Motion Activewear Company* has ensured that its worldwide supply chain has fair labor practices, acceptable working conditions, and energy-efficient facilities. What do you think will differentiate *In Motion Activewear Company's* athleisure line from alternatives and be valued by target markets?

- A. High-quality and trendy products
- B. Sustainable fabrics and trendy products
- C. Sustainable fabrics and supply chain characteristics
- D. The established brand and supply chain characteristics

ANSWER: C

Course Learning Outcome: Justify a focus on legal, ethical, and social responsibility matters in marketing decisions



# Conclusion

- ▶ Case 2
- ▶ In Motion Activewear Company
- ▶ Review of five exam questions
- ▶ Conclusion

