

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

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| Session | : | January 2021 |
| Programme | : | Diploma in E-Commerce (DEC) |
| Course | : | BEC1100 : E-Commerce Marketing Strategy |
| Date of Examination | : | |
| Time Start | : | March 10, 2020 (Wednesday) @ 10:00am |
| Time End | : | March 11, 2020 (Thursday) @ 10:00am |
| Duration | | 24 Hours |
| Special Instructions | : | This paper consist of ONE (1) SECTION . Answer ALL THREE (3) questions . |
| Material Permitted | : | Nil |
| Material Provided | : | Nil |
| Examiner(s) | : | Dr. Racheal Poh |
| Chief Moderator | : | Muhammad Rajaie Mustafar |

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN E-COMMERCE (DEC)
BEC1100: E-COMMERCE MARKETING STRATEGY
FINAL ALTERNATIVE ASSESSMENTS: JANUARY 2021 SESSION
24 HOURS

Instructions: This paper consist of **ONE (1) SECTION**. Answer **ALL THREE (3)** questions. Strictly do not copy and paste the questions and instructions in your answer sheet, label the questions you answered instead, eg Question 1, Question 2 and Question 3. The word limit for Question 1 is 300 words, Question 2 is 500 words and Question 3 is 200 words. You will be given 24 hours to complete and submit your answer to Blackboard.

The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually.

**THE US VALS™ SURVEY: INSIGHTS TO THE ONLINE CONSUMER
BEHAVIOUR**

Good marketing is inspired by good insights. Good insights about customers come from more than just product or service category or brand behavior—and from more than just demographics. Every nation includes people who are more or less impulsive or more or less deliberate, preferring the familiar to the novel; the same is true for other characteristics such as adherence to traditional values, me-first, and reliance on self. These attitudes connect to a broad range of behaviors such as brand preferences, the adoption of new products, and leadership qualities. VALS is a proprietary psychometric method that measures these and other predictive attitudes—in conjunction with behaviors and demographics—for developing countrywide typologies such as US VALS. The types within a country persist through decades, as work since the 1970s has verified. VALS segments adults into eight distinct types—or mindsets—using a specific set of psychological traits and key demographics that drive consumer behavior.

The US Framework, a graphic representation of VALS, illustrates the eight types and two critical concepts for understanding consumers: primary motivation and resources. The combination of motivations and resources determines how a person will express himself or herself in the marketplace as a consumer. VALS assigns individuals a VALS type on the basis of their responses to questions in the VALS Survey. VALS-typing populations of interest, such as customers or constituents, is the first step in a VALS approach to achieving strategic marketing and communication goals.

Source: Strategic Business Insights (2019). *The US Vals™ Survey*. Available at www.strategicbusinessinsights.com/vals/presurvey.shtml. Accessed 12 January 2021.

Question 1

You are required to take the VALS survey at www.strategicbusinessinsights.com/vals/presurvey.shtml and provide a screenshot of your VALS result. Based on the result, describe your primary and secondary type. Based on the result, describe your primary and secondary type of behavior with examples related to your online buying behavior. (30 marks)

Example of screen shot:

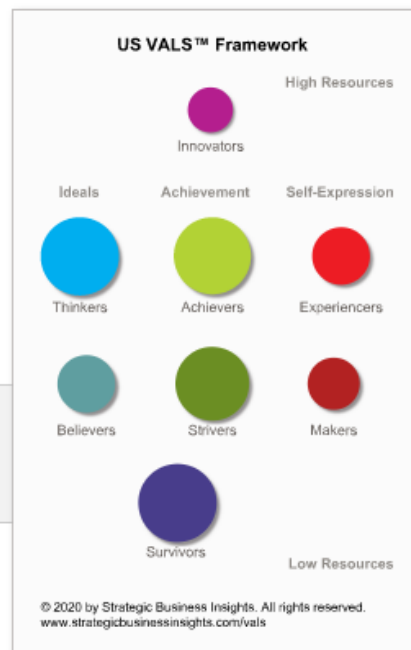
Your VALS™ Type

Primary Type: Believers
Secondary Type: Thinkers

Your primary VALS type means that you are most like the **Believers** consumer group. Your secondary type—the group you are next most like—is **Thinkers**.

Your primary VALS type represents your dominant approach to life. The secondary type represents a particular emphasis on the dominant approach.

Learn how using VALS can increase your business. [Contact us](#) to speak with a VALS consultant today.



Question 2

Based on the VALS types in Question 1, discuss **FIVE (5)** ways how lifestyle and values impacted the use of E-Commerce. Provide relevant examples to support your analysis.

(50 marks)

Question 3

Identify **TWO (2)** products and discuss the best E-Commerce advertising methods to promote the products. Provide relevant examples to support your answer. (20 marks)

~THE END~
BEC1100(F)/January 2021