

independent suspension and all-wheel-drive options, but is not quite sure how they would benefit her. At that same time Maya was also sure of features or options she did not care for: acceleration/performance, V-6 engine, off-road ability, extended warranty, towing capacity, sun or moon roof, etc. She knew she would never find her ideal car and would have to compromise on a few items along the way.

Even though price was not likely to be a major factor in her decision, she had an upper limit of \$35,000 for her car. But Maya is not very familiar with financing options available to her. Also, leaving the nest for the very first time, she knew she would have to buy her own car insurance. Despite her accident-free record, she was concerned about her premiums. Understanding the options with regard to financing and insurance are two areas she might need help with from her family.

Maya was anxious about starting out on her own in a new city, yet when it came to buying her own car for the very first time, she seemed to feel confident. She also had the luxury of time, since she was not planning to buy the car until after her graduation but before leaving for the residency. She found most of the information in magazines and from various websites. She watched very little TV and thus paid scant attention to the car ads. She was more interested in non-biased sources of car information. Even though she sometimes steered family conversations to include cars, she had not informed them of her intent to buy a new car before her residency begins. She would also bring up the topic subtly with her friends, who had a variety of opinions on various makes and models. She wanted to first gather information from trustworthy sources, mull over it, and possibly narrow down her options before seeking some assistance from her family.

She began with positive impressions of the Prius she had been driving and knew she wanted an environmentally friendly vehicle. Given the number of cars that fit the description, she knew she had a long road ahead. But her informal discussions with family and friends helped.

Maya considers herself to be a very logical person and thus was more interested in the functional aspects of the car. Not that she did not care for the look and feel of the car, but they were secondary in nature. Her color choices were basic: silver or black.

Yet one aspect of research she avoided at this point was visits to the dealerships. Having gone car shopping with her family in the past, she was realistic about her own experience. For instance, she is not comfortable negotiating prices or making instant decisions about certain aspects of the purchase. She planned to take her dad or brother along when visiting dealerships.

After mulling over the information she had gathered, she felt confident about four specific models: Toyota Prius V, Hyundai Sonata Hybrid, Ford Fiesta Hybrid, and Volkswagen TDI Diesel. Brands she rejected for one reason or the other included Chevy Volt, Nissan Leaf, Toyota Camry Hybrid, and Honda Civic Hybrid. Having been involved in her family's car buying decisions in the past, she knew that she had to also order *Consumer Reports'* new car pricing reports before visiting car dealerships. Also, given how selective her dad and brother can be about cars, she wanted to narrow down her choices before seeking specific brand advice from them. She was sure that they would approve of her initial choices.

It's now a few days after the graduation ceremony. Maya and her family were preparing for her move to New York-Presbyterian Hospital for her residency. It's time to finally decide and buy that new car.

Questions

1. Based on the various perspectives of consumer decision making, what type of a shopper is Maya and why?
2. Apply the consumer decision-making process stages to Maya's actions as a consumer, or describe Maya's actions within the framework of the consumer decision-making process.
3. Is Maya utilizing the affect-based or attribute-based evaluation process? Justify your answer.
4. Based on the information provided in the case, what are the determinants of the evaluative criteria that the customer is using? Explain each in detail.
5. In your opinion, which decision rule (compensatory or non-compensatory) is Maya utilizing in her car-buying process?