

## Where is the target audience in the purchase decision?

- Between Knowledge and Liking, maybe as far as Preference but no farther. This means that we are skating around Feel, but have at least broken into the Think part.

## How does the target audience feel about being targeted by race?

- “I personally don’t think you should target one ethnicity or race in advertising just so you can appeal to everyone. If you target one ethnicity, you neglect another that may be just as important.”
- “Doesn’t think race matters as much as it used to.”
- “Okay, anything that is not pushing too far, do not want attacking. If done well, he can embrace advertising for his race.”
- “Thinks that *sometimes it is offensive*. Does not like to see ads in English, then have a few quips or phrases in another language. They feel fake.”
- “Thinks it is a good idea because not all people are the same. Not to be racist or anything, but different ethnic groups do have different styles than others just based on culture and targeting things that we like is smart.”
- “Not a bad thing, because different people have different demands.”
- “Well if your product or service is intended for a specific population, then it only makes sense to target advertising towards a certain ethnicity or age range. It makes sense to me...”
- “Targeting specific ethnics is very smart”
- “I like advertising that targets Multiculturals because the companies are trying to adapt to their needs.”
- “It’s effective. You have to target by groups for it to work.”

→ *General feel: Most feel that targeting specific races is a good idea because it reaches certain wants and needs. However, it needs to be done well and effectively so that it does not come across as offensive.*”

## How does the target audience feel about Nissan?

- Nissan’s personality description: (bold: mentioned more than once)
  - **Family cars**
  - Quality cars; no law suits
  - Middle range; not too fancy
  - **Reliable**
  - Mostly students in mid-20s
  - Young professionals 25-30
  - Fuel efficient
  - Not flashy
  - Simple
  - Asian and **sleek**
  - Standard
  - Versatile
  - Normal people’s cars

- Young married couple
  - Innovative
  - Pretty cool
  - Well-priced
  - Durable
  - Fast
  - Build-forward
  - Practical
  - Durable
- Out of 19 respondents, 7 would choose to purchase a Nissan over a Honda or Toyota
  - General impression of Nissan:
    - “Nice family friendly company”
    - “They’re okay”
    - “They do good work as a company”
    - “Good reputation and good cars. They’re good”
    - “I don’t really know. Nissan needs to work on marketing. They should get a celebrity like Justin Timberlake or Will.I.Am to do a song for them”
    - “It’s the universal car. Average American car. Doesn’t seem foreign”
    - “Every time I think of Nissan, I think “Altima. It seems like everyone decided to out and buy one at the same time. That’s why I see Nissan as indifferent.”
    - “Practical and makes mid-range products”
    - “It’s ok, not my style though”
    - “Sporty cars and good designs for trucks”
    - “It’s fast, but not really reliable. They are performance cars and affordable”
    - “Doesn’t hear much about them so it’s like they’re outdated. She doesn’t think they have chosen a specialty like something they are good at”
    - “Apparently they are a good company. It’s a good investment”
    - “It’s a good quality at a reasonable price. Not luxurious, just a good car.”
    - “Kind of blends with the rest of the Japanese cars though; I can’t feel the difference between Nissan and Honda and Toyota”
    - “Good brand that is trying to be innovative and modernize their cars”
    - “Nissan is very reliable, strongly engineered, and has a variety of makes and models”

→ *General feel: Nissan is viewed as a reliable car, with “sleek” features, that is affordable. They are viewed as a top option for younger families and young professionals and students. Some feel that there is nothing too special about Nissan. It’s just average. Needs to distinguish themselves from other automakers.*