

Handout

Mapping the Consumption Chain: 17 Qs

The 17 questions below will help you draw up the consumption map. It must be kept in mind that not all the 17 questions are equally relevant for all products or services. In fact, for some products and services, some specific questions may seem irrelevant. For the questionnaire below, an example of a home theatre has been used to bring more clarity:

#	Question	Example
1.	What need does the product satisfy?	Entertainment and better sound. Also there is a social element to it. Customers may want to show their friends and acquaintance that they appreciate good sound and they are willing to pay for it.
2.	How do people become aware of their need for the product or service? (initially/regularly)	Usually customers buy a TV when they buy or move into a new house. Rarely is it a stand-alone purchase. Maybe there is an opportunity to sell to those who have purchased a TV earlier and there have been no further triggers to motivate them to think of a home theatre system.
3.	How do customers find the offering?	Online, malls, and high street advertisements. Local home theatre configurators have very sketchy presence on the net and on social media. Probably there is an opportunity there.
4.	How do customers make their final selections?	Price, looks, performance, and brand are the usual criteria leading to selection. Many buyers who opt for local configurators do so because they offer to customize the product according to the need of their customer.
5.	How do customers order or purchase the product or service?	Usually booking is done at a shop, occasionally online. No Indian seller offers an online ordering platform where the product can be configured and ordered.
6.	How is the product or service delivered?	Delivered to the home of the buyer and the cost of delivery and installation is included in the price. That does give a new entrant a window for offering a lower price by excluding product delivery.
7.	What happens when the product or service is delivered?	It is just received.
8.	How is the product installed?	The product is usually installed by company personnel. There are some complexities relating to the placement of speakers in relation to the placement of the seats and the shape of the room. Self-installation can be facilitated by videos or a written guide to help the customer install the product. In the long run, it will be cheaper for the company to do so. Of course, it would be wise to keep

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		the company installation option for customers who are not very tech savvy.
9.	How is the product or service paid for?	This product is usually fully paid in advance. In some cases, the full payment is made immediately upon delivery. Hire purchase or installment schemes are used rarely.
10.	How is the product stored?	This question is not relevant. It is usually kept in the living room. It is disassembled and packed only during moving house.
11.	How is the product moved around?	The home theatre system is moved only when other things are changed in the room. Sometimes, the home theatre is moved around during parties or gatherings at home.
12.	What is the customer really using it for?	In some homes, the home theatre is switched on for all TV viewing. In some other homes, the home theatre is switched on for specific TV programs like movies and sports; it is also switched on for playing DVDs and music. Parties present another occasion when the home theatre system is used. Perhaps there is an opportunity to upsell DJ accessories along with home theatres.
13.	What do customers need help with when they use the product?	In most cases, the home theatre system is very easy to use. In some high-end systems, the settings can prove to be a challenge to novice users. A detailed user manual would be a good help.
14.	What about returns or exchanges?	Home theatre systems have very low resale price. Very rarely are exchange programs initiated by retailers or manufacturers. Maybe there are significant margins in the business of refurbished home theatre systems.
15.	How is the product repaired or serviced?	All minor repairs are carried out at the customer site. For major repairs, the home theatre is taken to a workshop. Currently, there is no concept of an annual preventive servicing or check-up.
16.	What are the main customer complaints?	The main customer complaints are usually about quality of sound and ease of use.
17.	What happens when the product is disposed of?	Sometimes, the product is resold to be reused but quite often the product is usually in a state that can only be sold to a <i>kabadiwalla</i> as trash.