

## Chapter I Case

**B**laire O'Neil is hiring staff for Vous Vois Vision. She purchased the failing optical retail store that formerly operated under the name York Opticians. York had always emphasized what they called value in their advertising and boasted that no glasses in the store were over \$199. Blaire is taking a different approach. Her dad had tried to talk her out of getting into a “dying industry.” However, Blaire believes the old positioning around low price was myopic and failed to recognize that things that offer value are the things that are worthy, special, and significant.<sup>33</sup> Glasses are no different.

Although more and more consumers are opting for corrective surgery to remedy impaired vision, she believes there are untapped market segments consisting of consumers sensitive to the ability to express one's true self with their eyewear. She attended an industry “market” (trade show) that emphasized the potential growth in designer frames and contact lenses that change the appearance of one's eyes. The trade show even boasted that some consumers with perfect vision still wish to purchase designer frames to capture specific moods or to accent their favorite outfits. Additionally, the average price for a pair of sunglasses has more than doubled in the last decade and more and more consumers are visiting optical stores for their sunglass needs. Although Blaire was nervous about this venture at first, a closer look at the market leaves her feeling confident she has found her niche—or niches!

## Questions

1. Using the basic consumption process in Exhibit 1.1, illustrate how a consumer “consumes” eyewear.
2. Do you think Vous Vois Vision should adopt a product, production, or market orientation? Explain why.
3. Almost any business involves some ethical questions. In this case, discuss the ethics involved in potentially selling contact lenses or even designer glasses to a consumer who sees well enough not to actually “need” vision correction.
4. Why might Blaire be interested in hiring a researcher to do some interpretive research about consumers and eyewear?