

HOW TO BUY A STANFORD WATER BOTTLE

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Section 1

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In 1893, ALFRED DUNHILL who made horse saddles started to make new products in, another area, and made some ties and accessories for men. After 1900, the company started to make new products again, which were made car products. Why did the famous company change their products so easily? Today, in America, a lot of big brands make good products to gain a benefit. Some companies expand their products line to other categories, and some universities make their own goods. Generally, people think that a big company has an advantage in the market, because a big company can use their name to sell the products. That is to say, new products of a big company are sold very well. Is it true? After coming to Stanford University, I saw this situation that with Stanford water and I began to think why people choose this? So, I wanted to think about this question from the point of view of a brand power. Therefore, my thesis is **the Stanford Brand Power on water bottle products does effect consumers, because a famous label design give us a superiority complex or pleasure, a famous product have a stable quality, and there is a big demand as a souvenir.**

First of all, a feeling of happiness is given to us by purchase of a popular label design gives. Sean Gregory author of TIME Business states “According to an upcoming study in the Journal of Consumer Psychology, recession-wracked shoppers are eager to embrace luxury brand names over a wide range of product categories, including those with little logical connection to the brand's core item. The authors attribute this phenomenon to the "promise of pleasure” In other words, Sean Gregory believes that if big brand goods have a small relationship with a brand logo, these goods can give people satisfaction easily. With this consumer investigation, we know that many people feel happy by buying brand products. In my survey, I asked 15 people at Stanford University and, in question 1 and 2, “If you bought a water bottle, which one do you buy out of three?”, “When you buy a water bottle which would you choose?”. 66% of the interviewees choose a Stanford water bottle, because they feel pleasure when they buy it. But, only 27% of the interviewees choose the other water. Since the comparison of the two consequences, a Stanford water bottle can give people pleasure more

than other ones. A big brand makes new products with famous logos, and they can give people recognition easily. When consumers buy a big brand product, the products give people satisfaction. So, a Stanford water bottle can give consumers who buy it pleasure.

Second, a brand water bottle guarantees a good quality, because the water bottle is made by a reliable maker. Fernando Perez, author of Free Press Release, argues that “Water allows consumers to carry a precious and essential resource with them anywhere. The products are hygienic and safe, and the bottles are made from Crystal Clear Recyclable PET plastics.” Fernando suggests that water is necessary to live basically. Also, the product guarantees the quality and safety. In the article, the products mean water bottles which Private Spring Water makes and the company makes Stanford water bottles. Namely, the products quality of Private Spring Water is guaranteed. In my survey, I asked 15 people at Stanford University and in question 3, “What is the most important point in choosing a water bottle?” I found that a maker (brand) is the most important for people to choose a water bottle. Next is the bottle’s look. When people buy a water bottle, they pay attention to the maker. From the survey, we know that a maker is very

important for a lot of people when choosing a water bottle. From the article, I noticed that the maker which makes Stanford water bottles have a safe and good quality. When people buy a water bottle, many people consider the quality of the maker potentially. So, the Stanford water bottle provides consumers with an image of good quality.

Thirdly, many tourists make a high demand of university goods. Laurien Holtjer, author of Wageningen University souvenirs?, insists “Nowadays you can buy a mug with a logo at the reception desk at the university head office. Other souvenirs can also be bought here, ranging from linen bags with the university logo on it, umbrellas, writing pads, pens to a wine set and a weather station. You can even buy a university flag, although at 35 euro it’s not cheap.” Laurien’s point is that you can buy a lot of souvenir of university. These days, a lot of universities sell goods. In my research, I asked 7 tourists at Stanford University. About question 4, “(If you want to buy a water bottle), will you buy a Stanford bottle water as a souvenir?”, 57% of interviewees answered that they would, that is more than half of the tourists. In the conversation, I found that some tourist think Stanford’s logo can become a commemore. Many universities have a lot of souvenirs of the

university. So, there is a big demand in my expectation.

In conclusion, through the three articles and the survey, I noticed that Stanford bottle waters aim to get two market segmentations. One is people who buy a water bottle daily, and the other is tourists. Stanford water bottles provide the former with a stable quality and pleasure. Features of other water bottles are low price, or amount of water only. But, Stanford water bottles can have one more feature “a brand name”. It can attract more people by this arm. Also, it can play a role as a souvenir. Many tourists choose this product, because there is a brand name. this logo make tourists happy. With these factors, I can find three big key words, pleasure, quality, and souvenir. Stanford water bottles attract more people than others, because of three points. Therefore, the Stanford Brand Power on water bottle products does effect consumers.

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~Appendix~

~Brand power survey~

Kotaro Kawamura

I am an international student from Japan, and I join the culture and English program in Stanford. I am researching “The Stanford Brand Power on a water bottle product does effect consumer”. So, I would like you to answer the question below please. If you feel uncomfortable, you don't have to answer the questions.

Respondent's data

Gender male, female

Age ~18, 18~25, 25~40, 40~, don't want to answer

1. If you bought a water bottle, which one do you buy? (Please see the picture.)

left :20oz(591ml)/1.25 \$ center :23.7oz(700ml)/1.5 \$

right :20oz(591ml)/1.25 \$



2. Why do you choose this one?

taste ravel design(not logo, only design) brand name price other(_____)

3. When you buy a water bottle which you choose, do you feel pleasure?

Yes No other(_____)

4. What is an important point to choose a water bottle?

Please give a number 1~5. (1 is least likely, and 5 is most likely)

Maker(brand) Price looks taste amount

other(_____)

5. What do you think which water bottle looks like best taste?

left center right

no one is not good taste. other(_____)

6. Do you think the bottle maker which you choose make good products?

yes no other(_____)

If you were a tourist, please answer below questions.

7. (If you want to buy a water bottle), do you want to buy Stanford bottle water as a memory?

yes no

8. Did you buy a water bottle after coming here?

yes (it is Stanford bottle water) no

yes(others), Please teach me why you didn't buy Stanford bottle water.

(_____)

9. THESIS QUESTION: The Stanford Brand Power on water bottle products does effect consumer

Strongly agree agree disagree strongly disagree

That's all. Thank you for answering my question.