29. (Reference Groups) From a marketing perspective, what are reference groups? How has this definition been broadened over the years?

30. (Reference Groups) Groups (families and small groups – principally face-to-face associations) have an influence on an individual's behavior. Discuss the key concepts of group influences.

31. (Reference Groups) The influence of the family is pervasive. Why is the learning, or socialization, provided by the family so influential?

32. (Reference Groups) We spent some time talking about the groups that influence an individual – families, and reference groups. Pick one of these and discuss its fundamental characteristics and the ways in which it influences an individual's consumption behavior.

33. (Social Class) Define social class. What are its determinants?

34. (Culture) What role does culture play in influencing consumer behavior?

35. (Subculture) Culture, and particularly sub-culture, has a strong influence on an individual's behavior. Discuss the key concepts of cultural influences.

36. (Subculture) Hispanics and Asians will eventually replace blacks as the dominant minority groups in the United States. How will this progression of minority dominance affect marketing?

37. We spent some time talking about broader influences on an individual – social class, culture, and sub-culture. Pick one of these and discuss its fundamental characteristics and the ways in which it influences an individual's consumption behavior.

38. (Cross Culture) What role does cross-cultural consumer analysis play in the success of a firm doing business internationally?

39. (Influence) Discuss the nature of the diffusion and adoption processes, and the characteristics/profile of the consumer innovator.

40. (Influence) Discuss the nature of the opinion leadership process, and the characteristics/profile of an opinion leader.

41. (Influence) What are the characteristics of an innovator/opinion leader?

42. (Influence) What are the characteristics of an opinion leader?

43. (Influence) What are the characteristics of the consumer innovator?

44. (Decision Making) Discuss the model of consumer decision making presented in your text.

45. (Decision Making) One of the major phases in the consumer decision making process is the evaluation of alternatives. Discuss this phase.

46. (Applications) Discuss an application of consumer behavior to profit or not-for-profit marketing (health care, political, social causes, or environmental).
13. (Perception) How can perceptual mapping help the marketer to develop a more effective marketing strategy?

14. (Perception) How can selective perception determine the effectiveness of a particular advertisement?

15. (Perception) Perception deals with how we see the world around us. It starts with the senses receiving information from the world. The really interesting material is the dynamics of perception – how that information is translated into a coherent picture of the world. Discuss the key aspects of the dynamics of perception.

16. (Learning) How has research on hemispheral lateralization contributed to the way marketers select media for their advertising?

17. (Learning) Learning is the process by which people acquired purchase and consumption knowledge that they apply to future related behavior. As you could tell from class, I was a bit more focused on the idea that people don’t just blindly respond (behavioral learning) but actually think (cognitive learning). Briefly discuss cognitive learning theory.

18. (Learning) When firms add a product line extension, what concept associated with learning theory are they utilizing?

19. (Attitudes) Describe the three components of the tricomponent attitude model.

20. (Attitudes) Discuss the concept of Attitude change – what strategies a Marketer can use to change product attitudes.

21. (Attitudes) Discuss what I called the Composite Model of Attitudes – the key factors which lead to Intentions.

22. (Attitudes) I believe the goal of most marketing activity is to change people's attitudes about products. Briefly discuss the Fishbein multi-attribute model (attitude toward object) and the implications of that model in developing strategies for changing attitudes.

23. (Attitudes) Some companies are noted for making broad, expansive claims for their products. What dangers are associated with this approach to attitude change?

24. (Attitudes) What implication does using the value-expressive function have for firms employing market segmentation?

25. (Attitudes) What was the specific reason why the theory of "trying" to consume was a necessary extension of the theory of reasoned action?

26. (Communication) How can advertisers overcome the problem of psychological noise?

27. (Communication) What can firms do to improve their credibility?

28. (Communication) Discuss the Communications Design Process (communications, media, and message strategies).
Exam Questions covering Consumer Behavior

1. (Segmentation) *Benefit segmentation* has been described as "the segmentation approach most consistent with the philosophy of the marketing concept." Is this true? How might benefit segmentation be used to sell the "same" product to different market segments?

2. (Segmentation) What is market segmentation, why do we do it, how do we do it, what are the necessary conditions for it to be successful (and any other relevant information you might like to add)?

3. (Segmentation) What is market segmentation? Why do we do it, and how do we do it? What are the necessary conditions in the marketing environment for market segmentation to be successful?

4. (Motivation) Discuss the dynamic nature of motivated behavior.

5. (Motivation) How do people deal with success and failure in motivated behavior?

6. (Motivation) Is it possible for two individuals to undertake the same activity, but one responds with approach behavior and the other with avoidance behavior? Give an example.

7. (Motivation) Using the static model developed in the book and in class, discuss the major aspects of motivated behavior.

8. (Motivation) What are the major elements of Maslow's hierarchy of needs theory? What needs are included?

9. (Personality) Is it necessarily true that consumers would only be interested in buying products or brands which are consistent with their personalities? For what purpose might consumers purchase products or brands which project other images?

10. (Personality) Is it possible for two individuals to undertake the same activity, but one responds with approach behavior and the other with avoidance behavior? Give an example.

11. (Personality) What is personality and what are its implications for marketing? Frame your answer in terms of Jungian personality types (Myers-Briggs).

12. (Personality) What specific personality trait(s) might be helpful in identifying consumers who would likely be receptive to new products/services/practices?