

CONSUMER BEHAVIOR

STUDY GUIDE FOR MIDTERM

1. (Ch. 1, pages 8 and 9) What are the four applications of the study of Consumer Behavior and give a “real world” example of each application.
2. (Compendium of the Social Doctrine of the Church, 358, 359, 360, 486, 487; Evangelium Vitae) Who is the consumer? What do businesses (brands, marketers, etc.) need to know about the consumer? (Answer in one paragraph.)
3. (Pages 2, and 3 of H&M) Re-create in graph form the complete model which guides our study of Consumer Behavior. Be prepared to explain how it works.
4. (Ch. 2, page 38) What are the 4 cultural factors which affect consumer behavior and marketing strategy. Give at least one “real world” example of each factor.
5. (Ch. 3, pages 78 – 89) Summarize the recent changes in self-oriented, environment-oriented, and other-oriented values in American Culture. Explain at least two changes per value.
6. (Ch. 4, pages 118-129) List and describe each of the major generations of the United States. Give an example (from the book or from our discussions) of how two of these generations might differ in a particular pattern of consumption and hypothesize as to why there is a difference.
7. (Ch. 7, pages 225-227) List and explain the 3 types of Reference Group Influence. Give a specific example how it might work with a single consumer. Write a short profile of the consumer and tell a “story.”
8. (Ch. 7, page 243-246) What is Innovation Diffusion Process? What are the ten “factors” (from H&M) which affect the spread of innovations?
9. Explain the “bell curve” of adoption and explain each “adopter category.” Write an example of a consumer and his or her adoption category/ies from your own life (or make one up). Speculate as to why this person fits into the category for a purchase type.
10. (Ch. 8, page 272) Draw the model for how Information Processing for Consumer Decision Making works. Give an example using a type of advertisement and “walk through” the process for a consumer.