Possible Final Exam Discussion Questions

1. Define consumer behaviour. What is the scope of consumer behaviour?

2. Why are motivations the driving force behind consumer behaviour?

3. What is the difference between latent and manifest motives? Which type of goal do you think is more useful for marketers to target? Why?

4.

Discuss the theory that Abraham Maslow formulated with regard to human needs.

5. What is consumer involvement? What considerations should be taken to increase consumers' levels of involvement?

6. A variety of different self-images have been recognized in consumer behavior. Talk about three kinds of self-image.

7. One important concept related to perception is the differential threshold. Talk about Weber's law while citing an example.

8. What is the difference between selective attention and perceptual defense?

9. What are 5 types of perceived risk consumers have to deal with? Give your own example of each type of risk.

10.An advertiser wants to create positive feelings about a new digital camera. How might the advertiser accomplish this using classical conditioning? In your answer define and use terms from classical conditioning theory.

11. What is the Elaboration Likelihood Model?

12. Discuss the three components of the tricomponent attitude model.

13. What is cognitive dissonance and when does it happen? What are the implications of dissonance for marketers?

14. What is the difference between beliefs, values, and customs?

15. What are some implications of culture for marketing strategy?

16. Why is it of importance to marketers to segment the market according to religious subcultures? Give an example.

17. What is a reference group? Which classification of reference group do you think is the most influential on consumer behaviour? Why?

18. What is the evoked set? How can marketers move a product or brand into the evoked set?

19. What is the difference between behavioural and cognitive definitions of brand loyalty? Definition do you prefer and why?

20. What is post-purchase cognitive dissonance and how do consumers deal with this?