

23C581 Consumer behavior exam questions

1. What are rituals? Give an example of a grooming, a gift giving, and a holiday ritual and explain the role of consumption in each of these.
2. Describe family decision making.
3. Think about the influence of reference groups to consumer behavior. Introduce one informal and one formal primary group that you belong to and contemplate its influence in your own consumption.
4. Explain word-of-mouth communication.
5. What is meant by opinion leadership? Describe opinion leader's characteristics. How can marketers use opinion leaders in their marketing?
6. Explain the three learning theories. How can they marketers use the learning theories in their marketing? Give examples.
7. Describe the memory system. How has remembering been researched in consumer behavior?
8. What is extended self and its different levels?
9. Explain conspicuous consumption.
10. How could the idea of the ideal self of the consumer be used in marketing of a) gym b) cosmetics c) sports car?
11. According to the theory of reasoned action, behavior can be predicted based on attitudes. Assess the theory critically, what kind of problems does this basic assumption have?
12. Explain the means-end chain model. Draw a means-end chain to two of your chosen products or brands.
13. Assess the rational decision making model critically.
14. Explain the limited and extended problem solving. What is typical for each of the problem solving types?
15. Explain consumer information search.
16. What is meant by heuristics? What kind of heuristics can consumers have and in what types of situations do people normally use heuristics?
17. Define types consumers' perceived risk. What kind of risks does a consumer meet when he is acquiring a) an insurance b) a pair of eye glasses?
18. Describe the domains of sacred consumption.
19. What is meant by motivational conflicts? Give an example of different conflict types and explain how conflicts can be reduced or avoided?
20. Consumer involvement. What are the preconditions of high involvement and its possible consequences?