



## STUDY CHECKLIST FOR MATERIAL COVERED IN CLASS

(A separate study guide covers *Why We Buy* issues)

**NOTE:** Additional study guide items may be announced in class on selected days. Such information is intended only for those who attended that day.

### Introduction

- Implications of definition of consumer behavior:
  - Applies to services as well as tangible goods
  - Includes acquisition, usage, and disposal
- Characteristics of consumer behavior
- Groups interested in consumer behavior
- Sources of information about consumer behavior

### Consumer Research Methods

- Primary vs. secondary research—advantages and disadvantages of each
- Some primary research methods—advantages and disadvantages of each; most appropriate situations for use; mechanics of use
  - Surveys
  - Experimentation
  - Focus groups
  - In-depth interviews
  - Projective techniques
  - Physiological measures
- Open vs. closed-ended survey questions—advantages, disadvantages, and most appropriate usage situations for each
- Structured vs. unstructured interviews
- Study confounds—how they come about and examples

### Diffusion of Innovation

- Word of mouth—dynamics
- Different types of communicators
  - Opinion leaders
  - Market mavens
- Case histories of selected products:
  - ATM machines (especially observability and “tug-of-war” metaphor)

- Credit cards (especially “chicken-and-egg” problem)
- Hybrid corn (especially trialability)
- Causes of resistance to adoption
- Degrees of innovation and implications
- Groups of people in the adoption curve and appropriate marketing strategies
- Saturation levels and their implications
- Product characteristic influences on the speed of diffusion
- Societal characteristics influences on the speed of diffusion
- Consequences of innovation
- Disadoption

### Demographics

- Video tape on 99 Cents Only Stores—best places to locate stores
- Applications
- Demographic variables
- “Graying” populations—implications
- Social class—significance and manifestation across cultures
- Positioning strategies based on social class

### Segmentation

- Requirements for effective segmentation
- Levels of segmentation and variables involved
- The PRIZM system
- Opportunities for segmentation in direct marketing
- Sources of lists and list value
- The “merge-purge” process—mechanics and application

### Motivation

- Needs and conflicts: Types and marketing campaigns to address them
- Maslow’s Hierarchy of Needs
- Risk reduction strategies for manufacturers and retailers

### Exposure, Attention, and Perception

- Methods of gaining exposure
- Selective exposure (examples)
- Ways to increase exposure (be prepared to apply to specific situations)
- Properties of attention
- Determinants of attention given to stimuli
- Sensing change, including tape on “downsizing” of products
- Subliminal messages and perception: Empirical findings

### Learning

- Classical conditioning
  - What causes what?
  - Credit card studies
  - Important issues in making classical conditioning work
- Operant (Instrumental) conditioning
  - Types and examples of each
  - Determinants of reinforcement effectiveness

- Extinction and schedules of reinforcement (only need to know that less predictable reinforcement is less vulnerable to extinction)
- Shaping—what it is; how it works; consumer examples
- Brand loyalty vs. habit
- Multi-brand loyalty and its implications
- Memory
  - Types
  - Methods of helping consumers remember
  - Issues in moving memory from short term to long term
- Scripts
  - What they are
  - Implications
- Decision making
  - Stages in decision making
  - Problem types and their implications
  - Internal vs. external search and the implications of each method; ways for marketers to influence each
  - Compensatory vs. non-compensatory decision making and implications

### Attitudes

- Components of attitudes and why they go together as a whole
- Types of beliefs and their characteristics
- Affect
  - Impact
  - How this comes about
- Behavioral intention
  - Reasons for attitude-behavior limited consistency
- Attitude change strategies—how they work, issues in implementation, sub-types, special characteristics, limitations
  - Change affect
  - Change behavior
  - Change belief component
  - One-sided vs. two sided appeals
- Celebrity endorsements and the Elaboration Likelihood Model
- Appeal approaches—how each works, limitations and considerations
  - Fear
  - Humor
  - Comparison

### Culture

- Issues in culture
  - Time
  - Personal space
  - Symbols
- Sub-culture
  - “Melting pot” vs. “salad bowl” metaphors
  - Bases for categorizing sub-culture
  - Cohort analysis