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# ***Consumer Behavior Marketing EXAM 1 Questions and Answers Grade A+ 2023***

**Exposure** - -Occurs when consumers come into contact with information in the environment, some-times through their own intentional behaviors and sometimes by accident.

**-Attention** - -The process by which consumers select information in the environment to interpret. Also, the point at which consumers become conscious or aware of certain stimuli.

**-Interpretation Processes** - -The processes by which consumers make sense of or determine the meanings of important aspects of the physical and social environment, as well as their own behaviors and internal affective states.

**-Market Segmentation** - -The process of dividing a market into groups of similar consumers and select-ing the most appropriate group(s) for the firm to serve.

**-Product Positioning** - -Designing and executing a marketing strategy to form a particular mental representation of a product or brand in consumers' minds. Typically the goal is to position the product in some favorable way relative to competitive offerings.

**-Consumer Behavior** - -"the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives."

In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions.

**-Marketing Strategy** - -the design, implementation, and control of a plan to influence exchanges to achieve organizational objectives.

**-Consumer Affect** - -refers to their feelings about stimuli and events, such as whether they like or dislike a product.

**-Consumer Cognition** - -refers to their thinking, such as their beliefs about a particular product.

**-Push Strategies** - -trade discounts and incentives to enhance retailers' selling efforts.

**-Pull Strategies** - -cents-off coupons, to encourage the consumer to purchase the manufacturer's brand.

**-Short-term Memory** - -is that portion of total memory that is currently activated or in use.

STM is Short Lived

Consumers must constantly refresh information through maintenance rehearsal or it will be lost.

STM has Limited Capacity

Consumers can only hold so much information in current memory.

# Consumer Behavior Exam Questions And Answers

**American Marketing Association**



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*Consumer Behavior and Marketing Strategy* J. Paul Peter, Jerry Corrie Olson, 1996 This work shows how the various elements of consumer analysis fit together in an integrated framework called the Wheel of Consumer Analysis Psychological social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies The text identifies three groups of concepts affect and cognition behaviour and the environment and shows how these they influence each other as well as marketing strategy The focus of the text is managerial with a distinctive emphasis on strategic issues and problems Cases and questions are included in each chapter

**Early Adolescent Consumer Behavior in Relation to Sex and Birth Order** Artyce Golden Hedrick, 1971 *Readings in Consumer Behavior* Melanie Wallendorf, Gerald Zaltman, 1984

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**Marketing Education and the Real World and Dynamic Marketing in a Changing World** American Marketing Association, 1973

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research experiments quasi experiments surveys and participant observation are introduced Each is useful in a different setting and is best suited to answer a different type of question Experiments are designed to answer questions about causes and effects They require the experimenter to exercise control over what happens to whom Experimenters randomly assign people or other units such as classes of students to different conditions and measure the effects of the treatment

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