

1) What are the different steps, in order, of consumer decision-making process, both in terms of decision-making and corresponding psychological process?

**Decision-Making**= Problem recognition-->Information search-->Alternative evaluation-->Purchase decision-->Postpurchase evaluation

**Psychological Process**= Motivation-->Perception-->Attitude formation-->Integration-->Learning

2) What are sources of problem recognition, hierarchy of needs, advantages and disadvantages of psychoanalytic approaches?

**Sources of problem recognition**= Out of Stock, Dissatisfaction, New Needs or Wants, Related Products and Purchases, Market-Induced Recognition, New Products.

**Hierarchy of Needs** (starting from bottom)= **Physiological**-hunger and thirst; **Safety**-security and protection; **Social**-sense of belonging and love; **Esteem**-status, self-esteem, recognition; **Self-actualization needs**-realization, self-development.

**Advantages of Psychoanalytic Approaches**= Reveals hidden feelings, drives and fears. Highlights importance of symbolic factors. Shifts attention from "what" to "how" and "why".

**Disadvantages of Psychoanalytic Approaches**= Qualitative results from a very small samples. Varying, subjective interpretations. Difficult or impossible to verify or validate.

3) What is the influence of individual differences, selective perception, the role of cognitive dissonance?

**influence of individual differences**= Selection and avoidance of certain messages. Color the interpretations and judgements generated by messages. Can influence what is remembered-subsequent cognitive associations/structures.

**Role of Cognitive Dissonance**= Cognitive dissonance is when we have conflicting beliefs, or conflict between belief and behavior. It is a distressing feeling that we tend to avoid. We seek opinions that are consistent with our existing beliefs; we avoid opinions that are not.

**selective perception**= selective exposure-->selective attention-->selective comprehension-->selective retention.

- 2 different people can comprehend things in 2 different ways

4) How do consumers evaluate brands? What is the memory-based (multi attribute in chapter)

attitude model and how does it work? How do you change attitudes within this model?

- **Consumers evaluative view:** product is seen as a set of outcomes.
  - functional/psychological
- **Memory-based model (multi attribute attitude model):** attitude toward an object (brand) is a function of the:
  - accessibility/saliency of available beliefs or considerations in one's memory
  - how much weight or applicability each accessible belief/consideration carries
- **Change attitudes by:**
  - change beliefs/valence
  - change weight given
  - make new considerations available
  - influence the availability/saliency

5) What is the online model (affect referral decision rule) and how does it differ from memory-based model?

- **Online model (affect referral decision rule):** When new info is gathered, we update and integrate keeping a running online tally. Then we recall overall impression as mental shortcut to base our evaluation

6) What are steps in post-decision evaluation and role of cognitive dissonance?

**Steps in post-decision evaluation**=post evaluation-->Satisfaction-->dissatisfaction-->cognitive dissonance

-did product meet/exceed or lower than expectations?

-difficult/important purchase leads to post-decision dissonance: seek out reassurance/validation.

-promotion/advertising- set reasonable and manageable expectations, provide reassurance, capitalize on dissatisfaction by providing alternatives.

**Role of Cognitive Dissonance**= Cognitive dissonance is when we have conflicting beliefs, or conflict between belief and behavior. It is a distressing feeling that we tend to avoid. We seek opinions that are consistent with our existing beliefs; we avoid opinions that are not.

7) What is behavioral learning and operant conditioning and relation to strat comm?

**Behavioral Learning**= Classical Conditioning- learning is associative process by building

relationships between conditional stimulus and response

**Operant (instrumental) Conditioning**= Promotion/Advertising- emphasize benefits/rewards to consumers. Encourages consumers to use brand to avoid unpleasant consequences.

Behavior(consumer uses product or service)-->Positive or negative consequences occur(reward or punishment)-->Increase or decrease in probability of repeat behavior (purchase)

8) What are some examples of external influences on consumer behavior?

**Culture, Subculture, Social Class, Reference Group, Situational Determinants.**

**Subculture ads appeal to shared beliefs, values, and norms. Ads can also appeal to being unique- being different from external influences.**

9) What are the component parts of the definition of communication process presented in class?

**Communication** is the dynamic process of creating, transmitting, and interpreting messages that elicit a response.

- Creating Messages (encode meaning)
- Interpretation of Messages (decode meaning)
- Transmission Channel (channel)
- Elicit a response
- Dynamic (feedback process)

10) What is the semiotic perspective?

Cowboy represents ruggedness; substituting a symbol as the meaning for the brand

11) What are four common types of consumer response models of messages (AIDA etc.)? What are 2 types of commonalities across these models? What is the focus of each of these models (based on lecture and assigned reading)?

*AIDA model* - Developed to depict the stages in personal selling process