

Key Topics from Chapter 4 (Knowledge and Involvement):

• **What is involvement?**

- Refers to consumers' perceptions of importance or personal relevance for an object, event or activity
- Extent to which the consumer has a personal relationship with a product or brand

• **Know the levels of consumer knowledge.**

- Formed when people acquire separate meaning concepts and combine them into larger, more abstract categories of knowledge
- Product Class: Broadest level of product knowledge may include many product forms with many brands and models within them. (Ex: Coffee, Cars, Soft Drinks)
- Product Form: Includes several brands that are similar in some important way, often related by physical characteristics. (Ex: Whole Ground, Instant, Ground Coffee, Diet Soft Drinks, Sports Sedans)
- Brand: marketers intend to make consumers aware of a specific brand of some product and the differences that the brand offers (Folgers, BMW, Coca-Cola)
- Model/Features: a model is a specific example within a brand that has one or more unique attributes (Dark Roast Coffee, BMW 325 Hybrid, Caffeine-free Coca-Cola)

• **Know the types of consumer knowledge.**

- Knowledge About the Attributes (Characteristics of the Product): Concrete attributes represent tangible, physical characteristics of a product. Abstract attributes represent more subjective, intangible characteristics such as style or social perception.
- Positive/Negative Benefits Using Products: Benefits are desirable consequences consumers seek when buying and using products and brands

• **What are functional and psychosocial consequences?**

Functional Consequences: tangible outcomes of using a product that consumers experience directly

Psychosocial Consequences: refer to the psychological and social outcomes of product use; Internal, personal outcomes out comes, such as how does the product make you feel

• **What are instrumental and terminal values?**

- Instrumental Values: preferred modes of conduct. Ways of behaving that have positive value for a person

-Terminal Values: Preferred states of being or broad psychological states.

- **What is a self-schema?**

-An associative network of interrelated knowledge about oneself

- **What is the means-end chain and what elements are included in this model?
Topics from Chapter 5 (Perception and Attention):**

Means-End Chain: links consumer knowledge about product attributes with their knowledge about consequences and values

(Attributes) → (Functional Consequences) → (Psychosocial Consequences) → (Values)

- **How is focal attention characterized?**

- Def: a controlled conscious level that uses activated memory from long-term memory. Is conscious aware, controlled process, uses some cognitive capacity, more likely for infrequent unusual concepts, with high importance and high involvement

- **What is the interpretation process?**

- Overall evaluations are when knowledge, meaning, and beliefs about an attitude concept are integrated together. Purpose is to figure out if something is favorable or not
- When consumers determine the meanings of important aspects of the environment as well as their own behaviors and internal affective states.
- 1. Interpretation involves interactions between knowledge in memory and info from environment. the incoming info activates relevant knowledge in memory (can be either schema or script knowledge structure)
- 2. Activated knowledge influences which info consumers attend and how they comprehend its meaning
- 3. Cognitive systems have limited capacity. Consumer's can only comprehend small amounts of info at a time
- 4. Much attention and comprehension processing occurs quickly and automatically with no conscious awareness

- **What are the factors influencing consumer's attention?**

-Affective States: amount of affective arousal within the consumer at the time of exposure to marketing stimuli

-Involvement: motivational state that guides the selection of stimuli for focal attention and comprehension

-Environmental Prominence: the stimuli that is the most prominent in the environment is most likely to attract attention

- **How are exposure, attention, and perception related (i.e., what comes first)?**

-Exposure (process by which a consumer comes in physical contact with a stimulus)

-Attention (process by which a person allocates part of their mental capacity to a stimulus)

-Perception (activity by which incoming stimuli activate our five senses)

- **What is exposure? What influences it?**

-Process by which a consumer comes in physical contact with a stimulus

-The exposure environment, placing the consumer in a time crunch, or the content or format of the marketing information, influences it

- **What is the Gestalt principle?**

-Describe how people tend to organize visual elements into groups

Key Topics from Chapter 5 (Categorization and Comprehension):

- **What is comprehension?**

-Refers to the interpretation processes by which consumers understand or make sense of their own behaviors and relevant aspects of their environment

- **Why do we categorize?**

-We categorize as consumers to help keep information separate in our minds and keep our thoughts and perceptions organized. Categorizing information helps us learn

- **Taxonomic categories**

-Group similar objects in the same category, with similar features or attributes

-Lots of sharing within categories, little sharing across categories

- **Superordinate/Basic/Subordinate levels of categorization**

-Superordinate: provide only very abstract information, most general form in taxonomy

-Basic: objects at this level are the most culturally salient and have the most basic cognitive functions. At this level differences between entities are perceived