

## **BUSML 4201 - Consumer Behavior**

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### **Exam #2 Review Sheet**

#### **What/How to Study:**

- Focus most on (in order):
  1. Things we spent a lot of time on in class and/or on group or individual assignments
  2. Things in the notes
  3. Things in the readings
- We know elaboration enhances memory: Think about the concepts – how do they relate to each other, can you think of real world examples, etc.

#### **Key Topics from Chapter 4 (Knowledge and Involvement):**

- What is involvement?
- Know the levels of consumer knowledge.
- Know the types of consumer knowledge.
- What are functional and psychosocial consequences?
- What are instrumental and terminal values?
- What is a self-schema?
- What is the means-end chain and what elements are included in this model?

#### **Key Topics from Chapter 5 (Perception and Attention):**

- How is focal attention characterized?
- What is the interpretation process?
- What are the factors influencing consumer's attention?
- Know the 5 senses and ways to increase their effectiveness.
- How are exposure, attention, and perception related (i.e., what comes first)?
- What is exposure? What influences it?
- What is the Gestalt principle?

#### **Key Topics from Chapter 5 (Categorization and Comprehension):**

- What is comprehension?
- Why do we categorize?
- Taxonomic categories
- Superordinate/Basic/Subordinate levels of categorization
- Goal-derived categories
- Graded structure/Prototypes
- Miscomprehension
- What are inferences?
- What is a metaphor?
- How do marketers assess the impact of metaphors on consumers?

#### **Key Topics from Chapter 6 (Attitudes and Attitude Change):**

- What is a salient belief?
- What is the ELM?
  - What makes a message more persuasive under the central vs. peripheral route?
  - What makes a source more persuasive under the central vs. peripheral route?
- What are the definition and characteristics of attitudes?

- What is the multiattribute attitude model?
- How do you determine what someone's attitude is in the multiattribute attitude model?
- What is TORA?
- What are subjective norms?
- How can marketers change attitudes using the multiattribute attitude model and TORA?
- What is Cognitive dissonance?
- When/why attitudes don't always predict behavior?

**Key Topics from Chapter 7 (Decision Making):**

- Know the 5 steps in the decision making process.
- Know the different types of goal conflict.
- What is an evoked set and a consideration set?
- What factors increase cognitive dissonance and how can marketers reduce it?