

## Comm 2331 Exam 4 Study

- 1) What are the arguments of those who believe promotion equals power?  
What about those who believe promotion equals information?
  - Promotion Equals Power
    - Arguments:
      - Change consumers' taste
      - Lowers sensitivity to price
      - Builds brand loyalty
    - Results:
      - Results in higher profits
      - Reduces competition
      - Leads to higher prices
      - Leads to fewer choices
      - Promotes materialism
  - Promotion Equals Information:
    - Arguments:
      - Provides useful information
      - Increases price sensitivity
      - Increases competition
    - Results:
      - Pressure for high quality
      - Pressure for lower prices
      - Forces inefficient firms out
      - Creates economic demand
  
- 2) What are the many different ways that customers can be segmented?
  - Customer Characteristics
    - Psychographic
    - Demographic
    - Socioeconomic
    - Geographic
  - Buying Situation
    - Outlet type
    - Benefits
    - Awareness/knowledge
    - Usage
    - Behavior/involvement
  
- 3) What are different methods of qualitative and quantitative types of strat comm research?
  - Qualitative
    - Field observations
    - Focus groups

- o In depth interviews
- o Case studies
- o Ethnographies
- Quantitative
  - o Survey research
  - o Field tests
  - o Experiments
  - o Secondary/ data mining

4) What is product/brand positioning and what are different types of brand/product positioning strategies?

- Product/Brand Positioning
  - o Fitting the brand to one or more segments of the broad market in such a way as to set it apart from the competition in the minds of stakeholder
- Strategies
  - o Attributes and benefits
  - o Price and quality
  - o Use or application
  - o Product class
  - o Product user
  - o Competitor
  - o Cultural symbols
  - o Repositioning

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

- Decision Making
  - o Problem recognition
  - o Information search
  - o Alternative evaluation
  - o Purchase decision
  - o Post purchase evaluation
- Psychological Process
  - o Motivation
  - o Perception
  - o Attitude formation
  - o Integration
  - o Learning

- 6) 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?
- Brand Evaluation
    - Objective Attributes (Physiological)
      - Price, Features, Warranty, Service
    - Subjective Attributes (Psychological)
      - Image, Style, Performance
  - Memory- Based Attitude Model
    - Attitude toward an object (brand) is a function of the
      - A) Accessibility/saliency of available beliefs or considerations in one's memory
      - B) How much weight or applicability each accessible belief/consideration is given
    - When prompted to make an evaluation, individuals recall all accessible positive and negative considerations in memory X the weight each is given
  - How Attitudes Change
    - Change belief/valiance about an important attribute or consideration
    - Change the weight given an attribute or consideration
    - Make a new consideration or attribute available
    - Influence the accessibility/saliency of available considerations or attributes
- 7) What is the online model (affect referral decision rule) and how does it differ from memory-based model?
- Overall impression is a the product of a series of evaluation impressions formed at the time of information exposure
  - Individuals have "running on-line tally" or affective integrator, which is updated when new info is gathered
  - Recall overall impression/tally as heuristic (mental shortcut) to base evaluation
- 8) What is behavioral learning and operant conditioning and relation to strat comm?
- Behavioral Learning
    - Learning is associative process by building relationships b/w conditional stimulus and response
  - Operant Conditioning
    - Behavior (consumer uses product or service)
    - Positive or negative consequences occur (reward or punishment)
    - Increase or decrease in probability of repeat behavior (purchase)