Chapter 6, 8, 9 Exam Review

1. Define consumer behavior
2. Steps in the consumer decision making process
3. What is need recognition (internal and external stimuli)
4. What happens during the information search?
5. After the information search is complete, what does the consumer usually have?
6. Define cognitive dissonance
7. Define and give examples of routine, limited and extensive response behavior
8. Define culture as it relates to influences in the decision making process
9. How do opinion leaders influence decisions consumers make?
10. Explain how marketers use the Family Life Cycle to aid in marketing products/services?
11. What are the components of demographics
12. Define psychographics
13. What is selective exposure
14. What are the stages in Maslow’s hierarchy of needs model
15. Define market
16. Define market segmentation
17. Define target market
18. What are the four criteria for a segment to be useful?
19. Define benefit segmentation and know an example
20. Define usage segmentation and give an example.
21. Positioning bases.
22. Steps in the market research process
23. Define primary data and secondary data
24. What is survey research?
25. What are focus groups and why are they important in research
26. Mall intercepts
27. Define ethnographic research and the field it derives from
28. Define probability and non-probability