Consumer Behavior

Exam Review: Chapter 1, 2, 3

1. Define consumer behavior
2. What is market segmentation: demographics and psychographics
3. Consumption communities
4. What is the 80/20 rule
5. Relationship marketing, why is it important
6. Define role theory
7. Three types of product attachment
8. Digital native
9. Difference between a need and want
10. Define positivist and interpretivist
11. What is perception
12. Understand the importance of color (brief understanding of each)
13. Schema
14. Sensory signature
15. What are the 5 senses
16. What is j.n.d.
17. Define learning
18. Behavior learning
19. Classical/operant/instrumental conditioning
20. CS, CR, UR, US (use chart on following page)
21. Extinction
22. Define stimulus generalization and stimulus discrimination
23. Brand equity
24. Positive/negative/punishment reinforcement
25. Observational learning
26. Episodic memory and interference
27. Von Restorff Effect
28. Comeback of retro brands
29. Incidental learning
30. Modeling

**PAVLOV'S DOG**   
Ivan Pavlov noticed that the presentation of food led to his laboratory dogs' salivation, even before the food was put into the dogs' dishes. To see if he could create this response intentionally, he paired ringing a bell with the presentation of the food. Indeed, the dog salivated after associating the bell with food.

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| This side shows the diagram: | This side tells what is happening: |
| Neutral Stimulus  ringing bell | **Neutral Stimulus means nothing to the subject**  The sound of the bell is just an annoying sound, to the dog. |
| UCS ----------------> UCR      food -------------> salivation | **Natural Stimulus-Response** Eating food naturally produces salivation. |
| CS -----------------> UCS ------------------> UCR  bell -----------------> food -------------> salivation | **Conditioning/Learning Stage** In the training, Pavlov rings the bell, and then presents the food, the dog salivates. |
| CS ------------------------------>   CR  bell ------------------------------> salivation | **Learned/Conditioned Response** Now, when the dog hears the bell, the dog salivates. |

**FAST FOOD ADVERTISEMENT**   (stimulate hunger)   
Fast food ads always show idealized food, happy people, and the logo of the food chain. When you see an ad on TV late at night, they don't expect you to jump up and drive to the place to get food. Rather, they are classically conditioning you to become hungry when you see their signs in the future.

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| This side shows the diagram: | This side tells what is happening: |
| Neutral Stimulus  Logo | **Neutral Stimulus means nothing to the subject**  The fast food logo means nothing to consumer. |
| UCS --------------------> UCR Picture-perfect food ---------> Hunger | **Natural Stimulus-Response** You see the perfect food, presented beautifully. Seeing food stimulates the appetite. |
| CS ----------------------> UCS ---------------------> UCR Logo ----------------->Perfect Food ---------> Hunger | **Conditioning/Learning Stage** By showing the perfect looking food along with the Logo, you associate the two in your mind. |
| CS -------------------------------->   CR  Logo -----------------------------> Hunger | **Learned/Conditioned Response** When you see the Logo, you start to feel hungry. |