**CONSUMER PSYCHOLOGY AND ADVERTISING**

**EXAM 1 (FALL 2023)**

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| Note: Make sure you review all book chapters, slides, lecture notes, video cases, and case studies. Make sure that you remember the campaign cases we discussed and are able to associate these campaigns with the concepts, terms, and theories  Email me at [cyang@utep.edu](mailto:cyang@utep.edu) for any questions you have about this exam. |

**Week 1: Mothersbaugh et al., Chapters 1 &2/WEEK 1 READINGS**

Q1. What is consumer behavior? How do you define consumer behavior?

Q2. Why is it important to study consumer behavior?

Q3. What are different types of consumer behavior models?

Q4. What are the internal factors influencing consumer behavior?

Q5. What are the external factors influencing consumer behavior?

Q6: What are government’s regulations and agencies to better protect consumers?

Q7: What are consumer values?

Q8: What are instrumental values?

Q9: What are terminal values?

Q10: What is The Means-End Chains Theory?

Q11: What does it mean by ethnic marketing?

**Week 2: Mothersburgh et al., Chapters 3, 4, & 6/WEEK 2 READINGS**

Q1: What are demographic segmentation methods?

Q2: What are psychographic segments?

Q3: What is the role of family/household in affecting consumer decision-making?

Q4: What are the different types of family?

**Week 3: Mothersburgh et al., Chapters 5 & 7/WEEK 3 READINGS**

Q1: What is social/reference group influence?

Q2: What are social norms?

Q3: What is reference group?

Q4: What are the types of reference groups and their roles in explaining consumer behaviors?

Q5: What is opinion leader?

Q5: What is influencer marketing?

Q6: What is e-influencer/social influencer?

Q7: What is sub-culture?

Q8: Be able to describe sub-cultural characteristics among various ethnic groups

**Week 4: Mothersburgh et al., Chapters 8 & 9/WEEK 4 READINGS**

Q1: What is perception?

Q2: What is the perceptual process?

Q3: What is the sensory threshold?

Q4: What does it mean by “The Just Noticeable Difference”?

Q5: What is memory?

Q6: What is short-term memory?

Q7: What is long-term memory?

Q8: What is information processing theory?

Q9: What is exposure?

Q10: What is attention?

**Week 5: Mothersburgh et al., Chapters 10 & 11/WEEK 5 READINGS**

Q1: What is Maslow’s Hierarchy of Needs?

Q2: What is motivation/motive?

Q3: What is motivational conflict?

Q4: What are different types of motivational conflicts?

Q5: How do consumers resolve these conflicts in their decision-making process?

Q6: What is personality?

Q7: What is brand personality (framework)?

Q8: What is multiple trait theory?

Q9: What is single trait theory?

Q10: What is attitude?

Q11: What are components of attitudes?

Q12: What is ELM?

**Week 6: Mothersburgh et al., Chapters 12 & 13/WEEK 6 READINGS**

Q1: What is self-concept?

Q2: What is self-esteem?

Q3: What is situational influence?

Q4: What is lifestyle (segmentation)?

Q5: What are the differences between interdependent and independent self-concept?

Q6: What does it mean by extended self?

Q7: What is A.I.O?

Q8: What is PRIZE, geo-demographic or geo-lifestyle, segmentation?