Study Guide

Consumer Behavior

Chapters 9, 10, 11

1. Three stages related to purchase and postpurchase activities
2. Antecedent State
3. Purchase Environment
4. Post purchase process
5. What does the day reconstruction method study, how is it performed
6. Co-consumer
7. Density
8. Crowding
9. Four dimensions of time and description (social, temporal orientation, planning orientation, polychromic)
10. Define 5 perspectives on time (women) Pressure cooker, Map, Mirror, River, Feast
11. Cultural perspectives on time: Linear, procedural, circular or cyclic
12. Queing theory
13. Emotional states in shopping experience
14. Instore decision making – spontaneous shopping vs. unplanned buying
15. Retailing themes: Landscape, marketscape, cyberspace, mindscape
16. Roles in the collective decision making
17. Family types and characteristics
18. Types of extended families
19. Marketers challenge segmenting family types
20. Variables affecting the FLC (family life cycle)
21. Household decisions: consensual and accommodative
22. Factors affecting decision making patterns.
23. Reference groups
24. 3 ways we are influenced by reference groups (meaning)
25. Define Social Power
26. Referent, information, legitimate, expert, reward, coercive
27. Types of reference groups: normative and comparative
28. Brand communities vs. consumer tribes
29. Factors predicting reference group membership (propinquity, mere exposure, group cohesiveness)
30. Positive vs. negative reference groups
31. Antibrand communities
32. Deindividuation, social loafing, risky shift
33. Factors influencing conformity
34. Market mavan
35. Homophily
36. Surrogate consumer
37. WOM and negative WOM
38. Characteristics of online communities