

# Consumer Behaviour Summary Notes – Internal Psychological Influences

## Chapter 8 – Perception

What is the nature of perception?

What are the different steps involved in information processing (perception)?

Which stimulus factors influence this process?

Which individual factors influence this process?

Which situational factors influence this process?

How do children process information?

What are the implications of perception for retail, brand and communication strategies?

## Chapter 9 – Learning & Memory

What is the nature of learning?

What are the differences between classical conditioning, operant (instrumental) conditioning and cognitive learning?

What are the main characteristics of learning?

How can knowledge about learning be incorporated into marketing strategies?

What is the importance of brand image and product positioning?

## Chapter 10 – Motivation, Personality & Emotion

What is the nature of motivation?

What are some theories of motivation?

How can marketers appeal to consumers' motives?

What are the underlying aspects of theories of personality?

What is the relationship of personality to marketing?

How can emotions be used in marketing strategies?

## Chapter 11 – Attitude & Attitude Change

What are attitudes?

What are the main components of attitudes?

What are the strategies that can be used to change attitudes?

What are the effects of marketing communication on attitudes?

What are the strategic marketing implications of attitudes?

## Consumer Behaviour Summary Notes – Consumer Decision Making

### Chapter 2 – Situational Influences

How do situations influence consumer behaviour?

What are the four main types of situations?

What is the nature of situational influences?

What are the five classes of situational influences?

What are the marketing implications of situational influences?

How useful is the person-situation segmentation procedure?

### Chapter 3 – Problem Recognition

What is the nature of problem recognition?

What is the difference between habitual, limited and extended decision making?

What are the key methods for measuring problem recognition?

What are the uncontrollable factors that affect problem recognition?

What marketing strategies can be used to activate problem recognition?

### Chapter 4 – Information Search

What is the nature of information search?

What are the key types and sources of information?

What is the difference between evoked, inept and inert sets of brands?

Why do consumers engage in information search?

How is the internet used as an information source?

What factors affect the amount of external information search?

What marketing strategies, based on different patterns of search behaviour, can be developed?

### Chapter 5 – Evaluating & Selecting Alternatives

What is the nature of evaluative criteria?

What are the tools available to measure evaluative criteria?

Why are consumers' individual judgements not necessarily accurate?

What is the role of surrogate indicators?

What are the main types of decision rules that consumers may apply?

What are the implications of evaluative criteria for marketing strategy?

## Chapter 6 – Outlet Selection & Product Purchase

How is the traditional retail environment changing?

What trends are occurring in internet retail?

What factors affect retail outlet selection?

Why can consumer characteristics affect outlet selection?

What in-store influences can affect brand choice?

How can marketers capitalise on these influences?

## Chapter 7 – Post Purchase Processes, Customer Satisfaction & Consumer Loyalty

What is the post purchase process experienced by consumers?

What is post purchase dissonance?

Why is product use important to marketers?

Why is product disposal important to consumers?

How important is the concept of consumer satisfaction?

Should marketers always seek to develop consumer loyalty?