

Dear Erica

I am writing to congratulate you on your academic achievement in Semester 2, 2016. I am pleased to advise that you placed among the top three students in one of your units of study:

- In MKTG2112: Consumer Behaviour, you placed equal 3rd out of 286 students with a mark of 80.

The Business School is committed to providing a university education that is at the cutting edge of knowledge, is intellectually rigorous, and has contemporary and professional relevance. Our undergraduate student body comprises of high-achieving local and international students.

Your achievements are particularly outstanding given the high calibre of your peers.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Rae Cooper', written in a cursive style.

Associate Professor Rae Cooper
Associate Dean (Undergraduate Business)

MKTG2112 Final Exam Notes

What is consumer behaviour?

- Consumers' attitudes & decisions, buying habits
- The totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by human decision-making units over time

Acquisition: buying, renting, borrowing, gifting, sharing, stealing, finding, winning etc.

Consumer Motivation

Motivation: the energizing force that activates/drives goal-directed behaviour

Motivational strength: the degree to which an individual is willing to expend energy to pursue an action

Motivational Direction:

- Motivation may be positive or negative in direction
- Positive motivation: individuals may feel a desire to approach some object or goal (eg. May join gym to satisfy weight-loss goal)
- Negative motivation: may feel a desire to avoid some object or goal (eg. May avoid motorcycle transport to fulfill safety needs)

Consequences of Motivation:

- More willing to invest a lot of time and effort in processing information, making decisions and taking action
- Evokes psychological state of 'involvement' (often situational, or can be enduring)

Factors Affecting Motivation:

- Personal relevance – self-concepts, values, needs, goals
- Perceived risk – performance, financial, physical, social, psychological, time

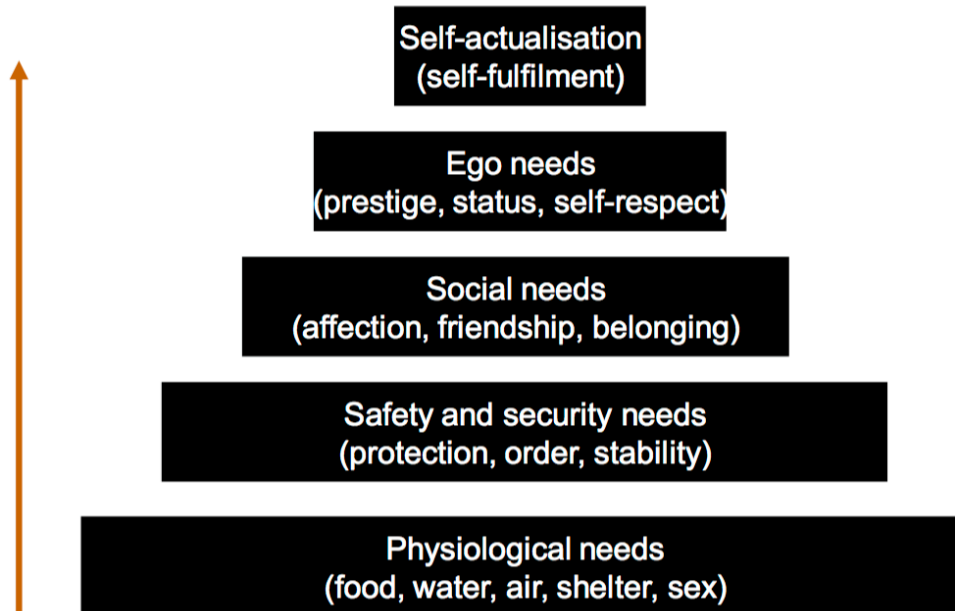
Motivational Conflict:

- Avoidance-avoidance conflict: individual faced with a choice between two or more equally undesirable options, which both fail to satisfy an important but different need
- Approach-avoidance conflict: individual faced with an option that is both desirable and undesirable as it fulfills one need but fails to fulfill another (individual is both attracted and repelled by the same option)

Needs

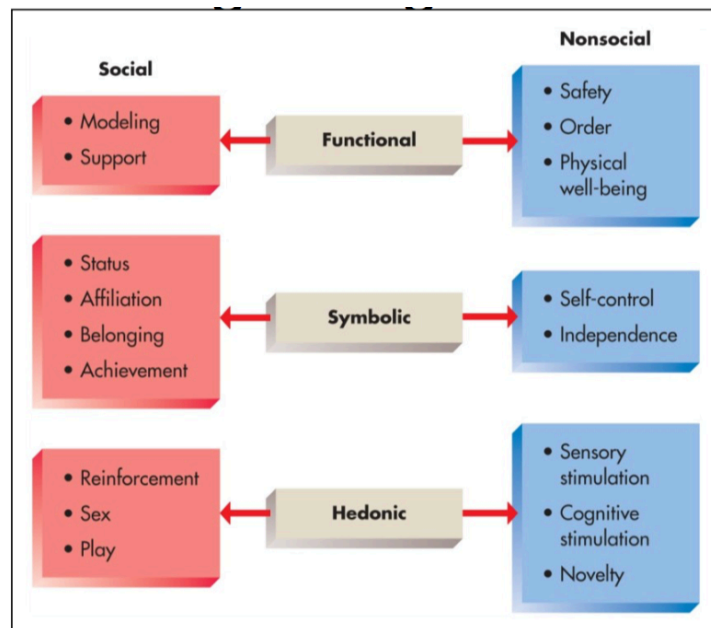
Maslow's Hierarchy of Needs:

- Needs at the bottom need to be fulfilled to progress upwards



Characteristics of Needs:

- Never fully satisfied
- Exist in a hierarchy
- Needs can be internally or externally activated
- Needs often conflict



Goals

- The outcomes or sought-after results an individual wants to achieve
- Set to fulfill an individual's needs
- Needs and goals are interdependent – one doesn't exist without the other
- People are more aware of their goals than their needs
- Individuals may have more awareness of their physiological rather than psychological needs
- Different needs may be fulfilled by the same goal, and the same needs may be fulfilled through different goals

Goal-Setting Process:

1. Set a goal (eg. Quit smoking in 3 months)
2. Formation of goal intention
3. Devise a plan of action (Remove cigarettes from house/car, buy patches)
4. Implement and control the action (use quit smoking aids/medication, support from family/doctor)
5. Evaluate success/failure in attaining the goal (assess cravings for cigarettes consumed by end of month)

Risk

Perceived Risk:

- The extent to which consumers are uncertain about the personal consequences associated with buying, using or disposing of an offering
- Higher when there is little information available, for new offerings, for high price offerings, where there is brand differentiation etc.

Types of Risks:

- Performance (functional) risk – concern about performance outcomes
- Financial risk – concern about financial loss/unforeseen costs
- Temporal risk – concern about wasting time or encountering delays
- Psychological risk – personal fears & emotions
- Social risk – concern about how other people will react
- Sensory risk – concern about negative consequences for any of the 5 senses
- Physical risk – concern about harm to one's safety or physical self

Exposure, Attention, Perception and Comprehension

Exposure

Exposure: the process by which consumers come into physical contact with a stimulus – messages and information about product/brand offerings (ads, salespeople, packages, signs, prices, brand symbols, word of mouth)

What influences exposure?

- The position or placement of the stimuli
- The distribution of the stimuli