

## **CHAPTER 1—CONSUMER BEHAVIOR AND CONSUMER RESEARCH**

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1. What is meant by "The Consumer is King"?
2. What is consumer behavior? Please give ten factors that could influence consumer behavior?
3. How can consumer behavior impact public policy?
4. What is meant by a comprehensive consumer orientation?
5. Please give some methods of studying consumer behavior?

## **CHAPTER 2—CREATING MARKETING STRATEGIES FOR CUSTOMER-CENTRIC ORGANIZATIONS**

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1. In marketing strategy applications, it is essential to remember that segmentation is based on identifying and appealing to consumers with similar behavior. What are the consumer characteristics to segment consumer markets? Please give a real example to explain how a firm or a product segments market.
2. How do marketers convert customers into fans?
3. What is the goal in analyzing market segments?
4. What is the value of brands in marketing strategy?
5. What is meant by intermarket segmentation?

## **CHAPTER 3—THE CONSUMER DECISION PROCESS**

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1. What is the Consumer Decision Process (CDP) Model? Please make a figure and give a real example to illustrate the CDP model.
2. Why do marketers need to know consumers' needs?
3. What are the characteristics of impulse buying?
4. There are three factors that influence the extent of the problem-solving process. What are these?

## **CHAPTER 4—PRE-PURCHASE PROCESSES: NEED RECOGNITION, SEARCH, AND EVALUATION**

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1. What is the difference between generic and selective need recognition? When might each be an appropriate target of marketing activities?
2. Why is it important to understand whether the consumer recalls a brand from a consideration set or merely recognizes it?
3. What is meant by the term pre-purchase alternative evaluation?
4. What is your insight into “Extended Warranties: How Much Are You Willing to Pay for Peace of Mind?”

## **CHAPTER 5—PURCHASE**

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1. What is the difference between a fully planned purchase and a partially planned purchase?
2. What is the purchase decision process?
3. What are the important determinants of retailer success or failure?
4. What are physical store attributes and why are they important?
5. What is multi-channel retailing?

## **CHAPTER 6—POST-PURCHASE PROCESSES: CONSUMPTION AND POST-CONSUMPTION EVALUATIONS**

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1. Why do marketers believe that selling more of a product does not necessarily require finding more customers?
2. Why is it important to understand how consumers use a product?
3. Why is customer satisfaction important?
4. What determines satisfaction?