

CONSUMER BEHAVIOUR

HANKEN School of Economics

Spring term 2011

Date: 30th of May, 2011

Time: 4 h

Instructor: Peter Björk

Means of assistance: None

You have four questions. Each question is worth 15 points at a maximum.
You need 30 points to pass the exam.

Good luck!

- 1) Explain the following concepts;
 - a) attitude
 - b) Schemas
 - c) Scripts
 - d) Accretion
- 2) Chapter 7 in the book Consumer Behavior and Marketing Strategy by Peter and Olson explains how consumers make decisions. Describe,
 - a) How high involved consumer make decisions
 - b) How "Compensatory" information integration processes differ from "Non compensatory" processes.
 - c) Consumer heuristics
- 3) Consumers combine different types of knowledge to form associative networks called means-end chain. Explain the Means-End chain model of product knowledge.
- 4) Assume that you have inherited a café here in Vaasa. It is an old and shabby one and you decide to renovate it. What would you do, focus on (what would your new café look like), and why, to make your customers feel good, relaxed, and come back.