

CONSUMER BEHAVIOUR
HANKEN School of Economics

Autumn term 2011

Date: 15th of December, 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) Affective responses are produced by the affective system. The affective system has been described in terms of five basic characteristics. Describe these characteristics.
- 2) Peter and Olson present a general model of consumer decision making consisting of three sub-processes. Describe these three sub-processes, which are 1) the interpretation process, 2) the integration process, and 3) memory processes, and explain how they are interlinked.
- 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.