

CONSUMER BEHAVIOR V-23079

Exam 12.1.2016

The exam gives a maximum of 60 points. The limit to pass is 30 points.
No additional materials permitted.

Please **select three** out of the following four questions:

1. Shopping environments can be designed to affect the behaviors of consumers in a variety of ways. Based on practical examples, discuss in your opinion successful ways in which firms have designed and used stimuli in the shopping **environments** / servicescapes to **affect** consumers at a) the **cognitive**, b) the **affective**, and c) the **behavioral** levels.
2. Shared **values**, **symbolic meanings** and **rituals** are part of the **cultural context** of consumption. Explain what is meant by these concepts and provide examples from national cultures or specific consumption subcultures that you are familiar with.
3. Discuss what is meant by consumer **attitudes**, and how consumers form attitudes toward e.g. specific brands. Discuss also what kind of attitude-change strategies marketers can use in order to change consumer attitudes more in their favour. Reflect on brands that you have consumed or been familiar with for a longer period of time; has your attitude towards them changed at some point, and what factors or events contributed to the change?
4. Explain the following concepts briefly
 - a. high and low consumer involvement
 - b. psychographic segmentation
 - c. acculturation
 - d. reference groups

Good luck!