

Preparation for the
Final Exam

Matthias Reese M.A. - Consumer Behavior 2009 - Exam Preparations

1

Format of the Exam

- 20 Questions
- Duration: 90min
- Multiply-Choice
- complete / fill-in

Matthias Reese M.A. - Consumer Behavior 2009 - Exam Preparations

2

Unit 2

- Need Recognition
- Sources of Information
- Decision Rules
- Sacred Consumption
- Schema and Script
- tri-component view on attitudes
- Models to understand attitudes

Matthias Reese M.A. - Consumer Behavior 2009 - Exam Preparations

3

Unit 2

- Knowledge
- dimensions of the Self-Concept
- Self-Expression in daily life
- Consumer Resources

Matthias Reese M.A. - Consumer Behavior 2009 - Exam Preparations

4

Unit 3

- Kinds of Learning
- Stages in Information Processing
- Methods / techniques to change consumer behavior

Matthias Reese M.A. - Consumer Behavior 2009 - Exam Preparations

5

Unit 4

- Environmental Influences on consumer behavior
- the “Cultural Transfusive Triad”
- Culture is...
- individual roles in a family

Matthias Reese M.A. - Consumer Behavior 2009 - Exam Preparations

6