Exam #3 Review Sheet
MAR 3503
Consumer Behavior
Spring 2012

These questions should help you organize your thoughts and prepare for the exam. The questions on these pages are, in general, much broader than the questions you’ll find on the exam. This means that the questions on the exam will include details not listed here. But, if you can give thorough, specific, and detailed answers to these questions, you’ll be in good shape for the exam.

If you get “stuck” while you’re studying these questions, I would be more than happy to point you in the right direction, at office hours, by appointment, or via email. But first, try to answer the questions yourself, and then tell me what you think the right answer might be. (So don’t just email me and say something like, “What’s the answer to #2b?”)

1. Intro and research methods
   a. We need to be especially cautious when relying on surveys, interviews, and focus groups. First, we might not be able to count on introspection (people’s reports of what they like to do). Second, we might not be able to count on people giving accurate reports of their behaviors. Be sure you understand what those statements mean, and give a research example that supports each statement.
   b. What is “correlational” research? What is an example of a correlational research finding? What are benefits and drawbacks to correlational research?
   c. What are the hallmarks of an experiment? What are the benefits and drawbacks of “experimental” research? How do random assignment and manipulation of the independent variable allow you to infer causation in an experiment? Describe what it means to randomly assign people to groups, but also describe why this process allows you to infer causation.

2. Exposure and attention
   a. What is exposure? What are some methods you can use to expose people to a product? What is the mere-exposure effect? Give an example of a study that demonstrates this effect. Give an example that demonstrates how mere-exposure can be self-fulfilling.
   b. What role does motivation (an “individual” factor) play in attention? What is the cocktail party effect? Distinguish between perceptual vigilance and perceptual defense, and give an example of each.
   c. What can be done to the stimulus itself (e.g., an ad) to increase its likelihood of capturing attention? (That is, what are “source factors” that make something attention getting?) What is adaptation, and how you can combat it?

3. Perception and comprehension
a. How did research on the effects of subliminal perception get its start? What are the limits on its effects? Describe a study that shows how motivation is necessary for it to influence behavior. Describe a study that shows how subliminal priming can influence our perception of brands.

b. What is perceptual confirmation? Give an example of a product that was affected more by perceptions than by "reality." Describe a study that demonstrates how our perception and our physical bodies interact. Describe a study that shows how expectations can influence perception.

c. How are categorization and schemas linked to each other? What happens if something is mis-categorized?

d. We often need to make inferences to successfully navigate our conversations and interactions. Why? What are some ways in which marketers exploit our tendencies to draw such inferences?

4. Memory
   a. What are the three basic types of memory processes? What are the types of memories that can be stored?
   b. How might information be encoded in short-term memory? What must be done to maintain that information in STM? What, in general, is the capacity of STM, and how can that capacity be increased through chunking?
   c. What are the seven sins of memory?
   d. How is long-term memory organized? How do we best get information into long-term memory?
   e. What is encoding specificity, and how does it relate to the idea of context dependence in memory? Give an example that demonstrates context dependence.
   f. What are two kinds of absent mindedness? How does divided attention lead to absent mindedness? What are two kinds of memory failures that lead to absent mindedness? What cues are helpful to overcome it?
   g. What is retroactive interference?...proactive interference?...part-list cueing?
   h. What would someone mean by saying that memory is constructive? Give an example that shows that memory is constructive. What is an example of how bias shapes memory?

5. Attitudes
   a. What is an attitude? What are its components? Give an example of each component.
   b. What are the different functions an attitude could serve? Why might someone say that almost all attitudes serve the knowledge function? Why might it help to know the function that an attitude serves?
   c. Why is bad stronger than good? Give an example.
   d. What is some evidence that suggests that attitudes do not always predict behavior? What are some problems with how attitudes and behavior are
measured that prevent attitudes from predicting behavior? What are other reasons why attitudes and behavior don’t necessarily correspond?

6. Cognitive dissonance and self-perception theory
   a. Give an example of post-choice dissonance reduction. Give an example that demonstrates how universal the phenomenon is.
   b. Give an example of how induced compliance can lead to attitude change. How does the size of the reward/threat influence attitude change? Give an example that shows induced compliance can change your attitude not just toward a target object, but the world more generally.
   c. Describe Bem’s self-perception theory. How is the two-factor theory of emotion relevant to self-perception?
   d. Give an example of misattribution of irrelevant arousal. Give an example of misattribution of relevant arousal.

7. Persuasion
   a. What are the two routes to persuasion, and how do they differ? How are they an example of a dual-process theory?
   b. What are the two factors that determine which route a persuasive message will take? What are some examples of factors that will lead to a message being processed by each of the two routes?
   c. Attitudes formed via which route last longer?...Are more predictive of behavior?

8. Compliance
   a. What is the reciprocal concessions (door-in-the-face) paradigm? Describe two versions of the study that ruled out the perceptual contrast counterexplanation. Describe a version of the study that ruled out that people just don’t like to say no.
   b. What is the foot-in-the-door technique? How does it relate to self-perception theory?
   c. What is a “channel factor”?
   d. What are some examples of mindless compliance?

9. Conformity
   a. What is behavioral mimicry? What seems to be its purpose? What is a real-life benefit of mimicry?
   b. What is pluralistic ignorance? Why is it ironic? How does pluralistic ignorance lead to diffusion of responsibility?

10. Obedience
    a. Describe Milgram’s experiment. Under which conditions do you get the most obedience? Under which conditions do you get the least obedience?
    b. Why is the experiment an example of ineffective disobedience, rather than blind obedience? How does the slippery slope apply to this experiment?
    c. How does conspicuous consumption interact with status? What does this say about how difficult it might be to change consumer habits?

11. Heuristics and biases
a. What are the two systems of reasoning? What are the characteristics of each?
b. What is a heuristic? What are the two types of heuristics? Give an example of each.
c. What is the affect heuristic? How does it influence our use of numbers in decisions? What is the identifiable victim effect?
d. What is the availability heuristic? How does “overclaiming” reflect the availability heuristic? Is the availability heuristic due to the amount of information generated, or how easy it is to generate that information? Describe a study that teased these two explanations apart.
e. What is the representativeness heuristic? How does the conjunction fallacy influence purchase decisions? How does representativeness lead us to misperceive randomness? What does this mean for the “hot hand” effect? What is regression to the mean? How does it explain the Sports Illustrated jinx? What are some other unfounded beliefs that it can help explain?

12. Construal
   a. What is construal?
   b. What are some determinants of construal? Give an example of each. How do primacy effects influence judgment? How does portion size influence willingness-to-pay? What is reactive devaluation? What is temporal construal theory? What are the characteristics of high-level and low-level construals? Which level is associated with “how” and which is associated with “why” we perform certain behaviors?
   c. What does it mean to say that our preferences are constructed?
   d. What is loss aversion?
   e. What is mental accounting? Give an example. What are sunk costs? Give an example.
   f. How can construal influence the inclination to save money? What are framing effects? Give an example of a real-life framing effect. How does the “Asian disease problem” demonstrate framing effects?

13. Predicting preferences and satisfaction
   a. What is presentism?
   b. What is variety seeking? How does it influence choices when we make them simultaneously versus sequentially? How do groups seek variety? How does variety seeking impact liking of chosen options?
   c. Give an example of how powerful defaults are. Why are they so effective?
   d. What is focalism? How does it influence predictions? How can one reduce its influence? What is the planning fallacy? Why is it stronger for the self than for others?
   e. What is the psychological immune system? What is immune neglect? What is the durability bias?
What is the want vs. should conflict? How does temporal construal interact with wants vs. shoulds? Give an example. How does joint evaluation influence wants vs. shoulds?

14. The consumption experience
   a. What is the paradox of choice? Why do people believe that more choice is better? How does the number of options available influence satisfaction with choices? Why does number of options have this effect?
   b. How do expectations influence our experience? How does the timing of information alter our experience of a product? Give an example of how a label or name can alter our perception of an object. How does the price of a product influence enjoyment? Describe a study that demonstrates that our experience is changed, not just our reporting of the experience.

15. Post-decision processes
   a. How does the Day Reconstruction Method measure happiness? Why might the things that lead to happiness under this method differ from those that look at more global measures of happiness?
   b. Does money buy happiness? What is some evidence to suggest that money isn't related to happiness? What is some evidence to suggest that it is? What are some factors that qualify the relationship? What types of purchases are more likely to increase happiness? Why? What is the peak-end rule? Describe a study that demonstrates this effect.
   c. What is the temporal pattern of regret? In other words, what types of things do we regret in the short term, and what types of things do we regret in the long term? Why? What are some reasons why we regret different things in the long- and short term? Describe a study that demonstrates how forgetting circumstances influences regret over time.
   d. How does rationalization create counterintuitive patterns of liking and happiness? How does making a choice irrevocable influence satisfaction with that choice?

16. Introduction to personality and motivation
   a. What are the Big Five? Describe what someone who is high on each trait would be like. What do high scorers in each like or tend to do? Why is the Big Five a useful way to measure personality?
   b. Describe a maximizer. Describe a satisficer. Which one makes better objective decisions? Which one makes better subjective decisions?

17. Personality and product preferences
   a. What is implicit egotism? What are some ways in which implicit egotism occurs? What is the name letter effect? What is the two step process that links implicit egotism with liking for brands?
   b. What are the four types of music preferences? What kinds of music fall under each? What traits describe people who like each of the four types? Which stereotypes of music listeners are most accurate? Least accurate?
c. What traits are bedrooms best at revealing? What traits are offices best at revealing? What are some valid indicators of each trait that one can look for in bedrooms? In offices?
d. What are the three categories of personality cues? Which work best for truly determining what a person is like? Indicate where some of the personality cues we have discussed in lecture fall in terms of controllability and privacy.

18. Segmentation
   a. Describe a study that demonstrates how Eastern cultures prize fitting in, while Western cultures prize standing out. What views of the self underlie these values? How do the differences between cultures reveal themselves in language? In cognition? How do cultural superstitions influence products and satisfaction?
   b. What are agentic goals, and which gender do they typically belong to? Communal goals? What are some gender differences in shopping habits?
   c. What are three problems the two sexes must overcome with regard to reproduction? How do they affect men's and women's purchase preferences?

19. Emotions
   a. What is an emotion? What are four traits that distinguish emotions from other forms of affect, like moods?
   b. What are Ekman's six universal emotions? Why does he believe they are universal? Are there other emotions that might be considered universal? Why are these emotions more controversial? What are some basic components ("appraisal tendencies") that comprise emotions and distinguish them from each other?
   c. What is the "feelings-as-information" hypothesis? Describe an experiment that illustrates how feelings serve as information.
   d. What is "embodied emotion"? What are some muscles that determine the facial expression of emotion? What are some ways to activate these muscles and, therefore, the related emotions?
   e. What does happiness signal? What benefits does this have? What drawbacks do this have?
   f. What is sadness an indicator of? What does it prompt you to do? What are some ways sadness influences the way we think? How does sadness influence the endowment effect? How does this relate to "retail therapy"?
   g. What are anger's defining characteristics? What side effects do these characteristics have? Why is it bad to make customers angry?
   h. What is disgust? What kinds of things are likely to prompt disgust? How does disgust influence the endowment effect? What are some examples of how disgusting properties can be metaphorically transferred between objects? Describe an experimental example.
i. What situations lead to fear? Why is fear sometimes a good thing? What are the two main components of fear appeals? What is the most efficacious type of fear appeal?

j. What is surprise? What are three reasons why surprise is an effective marketing tool?

20. Nonconscious Consumer Behavior and Neuroimaging
   a. Describe a study that shows how products can be primes for behavior.
   b. Give some examples of how social stereotypes can prime certain behaviors. How does awareness of the stereotype influence its effectiveness as a prime? How might motivation to interact with the stereotyped group have an effect? How does the strength of activation of a stereotype affect its influence on behavior?
   c. How do the effects of extreme exemplars on behavior compare to the effect of more general stereotypes on behavior? Describe a study that demonstrates this.
   d. What is metaphor priming? How is it distinct from the priming we have discussed before? Give some examples of metaphor priming. How might it influence consumer behavior?
   e. What are the four lobes of the brain? Generally, what does each lobe do?
   f. What are three common ways to measure brain activity? Describe each, and mention a benefit and a drawback to each one.
   g. What is the MPFC? What is one of its key functions? What happens if this region of the brain is destroyed? How does it respond to people relative to brands?
   h. What is the VMPFC? What is one of its key functions? How does it respond to semantic versus preference information? Describe an experiment that demonstrates this difference.
   i. What is the OFC? What is one of its key functions? What happens if this region of the brain is destroyed? How does the OFC's main function influence how price and perception interact?
   j. What is the insula? What is one of its key functions? What are some situations when the insula is likely to be active? How does the insula show that placebo effects are not just reported but actually experienced?
   k. What is neuromarketing? What are some benefits of neuromarketing? What are some drawbacks? What are some ethical issues to consider with neuromarketing?

21. Transformative Consumer Research
   a. What is TCR? CSR? Why is TCR important? What are some of the biggest problems the world faces, and how does marketing and consumption relate to these problems?
   b. What are four basic approaches to TCR?
   c. How effective is education and information in changing consumer behavior? Provide some evidence for your assertion. What are some types
of information that might be more effective in improving consumer behavior?

d. How does reframing as an approach to solving consumer problems relate to previous lectures? How can reframing help reduce temptation? How can it change reliance on credit?

e. What are some ways to make good behavior desirable? Describe an experiment that shows how a desire for status can increase “green” behavior. Describe how social norms can increase good behavior. What types of norms are most effective?

f. What is choice architecture? How can it be utilized to improve consumer outcomes? How does the order of a menu affect what is ordered from it? How do defaults influence participation in 401(k) plans and other programs? What impact can legislation have on increasing good behavior/decreasing bad behavior? What is a “sin tax”? How might portion control influence obesity and overeating?

22. Why We Make Mistakes (Hallinan)

a. Chapter 3

i. The appearance of which trait has a substantial impact on a politician’s likelihood of winning an election? Can nonvoters pick up on this trait?

ii. When you’re torn between two answers on an exam, should you go with your first response, or second guess your answer? What does “common knowledge” advise, and what does research advise? How does regret play into people’s tendency to one versus the other? What is the memory bias that leads to the persistence of the incorrect exam strategy?

23. Mindless Eating (Wansink)

a. Chapter 9

i. What is the “health halo,” and how does it influence our beliefs about food in various restaurants? How does it influence the quantity of food we will eat?

ii. What are five ways we can “de-market” overeating? Give a little detail on each method: who it applies to, an experimental example, a real-life example.