CONSUMER BEHAVIOR  
Module 2: Internal Influences

Chapters 5-9

MKTG 4864

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# Module Assignments:

* Module 2 Readings
* Module 2 Quiz
* Assignment 3: Budget and Voting with Our Dollars
* Assignment 4: Internal Influences
* Module 2 Survey

# Study Guide and Learning Objectives

At the end of this module, you will be able to***Explain the key internal factors that influence consumers’ decision-making process and discuss their implications for marketing*.**

Please read the study guide (learning objectives) before completing the reading for each module. This will help you focus on the most important concepts in each module.

## Chapter 5: Perception

* Product placement
* Exposure, attention, and interpretation are the stages of the information-processing model.
* Perceptual defences
* Voluntary vs. involuntary exposure
* Attention, recall
* Adaptation level theory
* Information overload
* Zipping vs zapping vs. muting
* Infomercials
* Clutter, repetition, cues, isolation
* Motivation
* Program involvement
* Hemispheric lateralization
* Subliminal ad
* Interpretation
* Semantic meaning
* Psychological meaning
* Affective interpretation

## Chapter 6: Learning and Memory

* Learning
* Memory (short vs. long-term memory)
* Information processing
* Chunking, elaborative activities, semantic memory, schemas, imagery, concepts reinforcement, accessibility of information, maintenance rehearsal
* Explicit vs. implicit memory
* Involvement, High involvement learning situation vs. low involvement learning situation
* Cognitive learning
* Analogical reasoning
* Self-referencing

## Chapter 7: Motivation, Personality, and Emotion

* Personality
* Emotions
* Motives
* Maslov’s hierarchy of needs
* McGuire's psychological motives
* Modeling, affiliation, ego-defence, expression, variety-seeking, independence, objectification, cognitive preservation, catergorize, attribution
* Attribution theory
* Manifest vs latent motives
* Regulatory focus theory
* Five-factor Model of personality
* Consumer ethnocentrism
* Affect
* Brand personality

## Chapter 8: Attitudes

* Attitude, belief,
* Types of believes
* Attitude components
* Multiattribute attitude model
* Appeals
* Types of attitudes
* Changing attitudes – strategies
* Exposure, familiarity
* Conditioning - types
* Inducing trial strategies
* Elaboration likelihood model
* High vs. low involvement and peripheral vs. central route
* Discrediting discounting strategy
* Source credibility, celebrities, trustworthiness, expertise
* One vs. two-sided messages
* Types of appeals
* Message strategies

## Chapter 9: Self-concept and Lifestyle

* Lifestyle
* Self-concept (types), Extended self
* Peak experience, Brand engagement
* Mere ownership effect
* Self-image congruity, High self-monitors, Low self-monitors
* Independents, Interdependents
* Psychographics
* Segments of Experian online shoppers (technology segments)
* VALS typology of consumers
* Geodemographic analyses
* PRIZM segments