

Questions for Consumer Behavior

1. Explain “Neo-Pavlovian conditioning”. Provide an example (or strategy) in which marketers can apply theory of Neo-Pavlovian conditioning to influence consumers’ attitude toward products or services. (2) Explain “instrumental conditioning”. Provide an example (or strategy) in which marketers can apply theory of instrumental conditioning to influence consumers’ attitude toward products or services. (3) Explain how Neo-Pavlovian conditioning is different from instrumental conditioning. (25%)
2. (1) Explain “cognitive dissonance”. (2) Discuss which factors might influence consumers’ dissonance degree (i.e., under which conditions, consumers might perceive higher level of dissonance?). (3) Develop an experiment design in consumption settings to test theory of cognitive dissonance. (25%)
3. (1) Explain “conspicuous consumption” and “compensatory consumption”. (2) How is social class related to these two phenomena? (25%)
4. (1) Define “consumer socialization” and discuss sources of influence on children. (2) What is the role of parents in children’s socialization as consumers? (25%)

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