

1. (a) What is consumer involvement? (b) From a theoretical perspective, discuss how involvement is likely to affect consumer decision-making. (c) Indicate how level of involvement can be ascertained, manipulated and controlled to improve prediction of consumer decision-making.
2. What are the similarities and differences between the Theory of Reasoned Action and Information Integration Theory? Also, please discuss the implications of these two models for changing consumers' attitude.
3. What is consumer attitude? Discuss how consumers form their attitude. How can marketers effectively influence and change consumers' attitude?
4. (a) From theoretical perspectives, discuss how marketers can use repetition to increase the likelihood that consumers will learn about their brand. (b) How do different types of reinforcement enhance learning? How does the strategy of frequency marketing or loyalty programs relate to conditioning? (Frequency marketing or loyalty programs are techniques widely used by marketers in which consumers get prize with value that increase along with the amount purchased.)