

Question 1

What is database marketing? How is it used by consumers?

Answer: <https://biology-forums.com/index.php?topic=1926332>

Question 2

Explain how the fear of deviance affects individual behavior or conformity.

Answer: <https://biology-forums.com/index.php?topic=1926645>

Question 3

What is a reference group? What is the difference between a membership reference group and an aspirational reference group?

Answer: <https://biology-forums.com/index.php?topic=1926644>

Question 4

In America in the 1960s, the slogan "Do your own thing" reflected a movement away from conformity. Discuss the type of cultural pressures that could have caused this movement.

Answer: <https://biology-forums.com/index.php?topic=1926646>

Question 5

Explain the closure principle.

Answer: <https://biology-forums.com/index.php?topic=1926385>

Question 6

Define learning.

Answer: <https://biology-forums.com/index.php?topic=1926391>

Question 7

What is source credibility and does source credibility affect attitude change?

Answer: <https://biology-forums.com/index.php?topic=1926558>

Question 8

"Maleness-femaleness" and "masculinity and femininity" —do these terms basically mean the same thing? Discuss and illustrate with sex-typed products.

Answer: <https://biology-forums.com/index.php?topic=1926501>

Question 9

Explain the term "lurkers" as it relates to social media.

Answer: <https://biology-forums.com/index.php?topic=1926662>

Question 10

Explain what is meant by compulsive consumption.

Answer: <https://biology-forums.com/index.php?topic=1926372>

Question 11

What type of power does a class have as a whole to control the behavior of a professor? As you consider the answer, list each of the six types of powers outlined in the text and discuss each type of power as it might be related to this question.

Answer: <https://biology-forums.com/index.php?topic=1926647>

Question 12

What is an evoked set?

Answer: <https://biology-forums.com/index.php?topic=1926570>

Question 13

What is productivity orientation?

Answer: <https://biology-forums.com/index.php?topic=1926434>

Question 14

Characterize the straight rebuy, the modified rebuy, and new task decision in organizational purchasing. Provide an example of each.

Answer: <https://biology-forums.com/index.php?topic=1926599>

Question 15

What is database marketing? Why is it so widely used by today's marketers?

Answer: <https://biology-forums.com/index.php?topic=1926331>

Question 16

Explain the ego-defensive function.

Answer: <https://biology-forums.com/index.php?topic=1926543>

Question 17

Identify the elements of balance theory. Discuss possible interaction effects between unit relation and sentiment relation and how they can be applied to a marketing strategy.

Answer: <https://biology-forums.com/index.php?topic=1926549>

Question 18

The body is adorned or altered in some way in every culture. Decorating the self serves a number of purposes. According to the information provided in the text, what are these purposes? Provide an example of each. Which of these purposes do you think is most important to marketers? Explain.

Answer: <https://biology-forums.com/index.php?topic=1926514>

Question 19

Differentiate between the terms "learning" and "incidental learning."

Answer: <https://biology-forums.com/index.php?topic=1926390>

Question 20

Define a subculture.

Answer: <https://biology-forums.com/index.php?topic=1926708>

Question 21

There are a variety of need states or need forms described in the text. Characterize and discuss psychogenic needs, utilitarian needs, and hedonic needs.

Answer: <https://biology-forums.com/index.php?topic=1926430>

Question 22

The average American's standard of living continues to improve due to two key factors. What are these factors? Provide explanatory comments about each factor.

Answer: <https://biology-forums.com/index.php?topic=1926677>

Question 23

Define brand equity.

Answer: <https://biology-forums.com/index.php?topic=1926402>

Question 24

Define discretionary income.

Answer: <https://biology-forums.com/index.php?topic=1926679>

Question 25

Discuss the capacity of short-term memory.

Answer: <https://biology-forums.com/index.php?topic=1926412>

Question 26

Explain the difference between referent power, information power, and legitimate power.

Answer: <https://biology-forums.com/index.php?topic=1926643>

Question 27

Explain Karen Horney's personality theory.

Answer: <https://biology-forums.com/index.php?topic=1926528>

Question 28

Explain the three different reference groups.

Answer: <https://biology-forums.com/index.php?topic=1926648>

Question 29

List the primary needs displayed in Maslow's hierarchy of needs. Give an example of a product that fits each need form.

Answer: <https://biology-forums.com/index.php?topic=1926433>

Question 30

Define a hybrid product and give an example.

Answer: <https://biology-forums.com/index.php?topic=1926585>

Question 31

What is cybermediary? Provide an example to illustrate the function of cybermediaries.

Answer: <https://biology-forums.com/index.php?topic=1926577>

Question 32

List the 6 social classes.

Answer: <https://biology-forums.com/index.php?topic=1926692>

Question 33

Prostitutes and organ, blood, and hair donors are examples of consumed consumers. Explain.

Answer: <https://biology-forums.com/index.php?topic=1926373>

Question 34

Explain the concept of de-ethnicization. Give an example.

Answer: <https://biology-forums.com/index.php?topic=1926709>

Question 35

List and describe the three "buckets" of consumer decision making.

Answer: <https://biology-forums.com/index.php?topic=1926568>

Question 36

Explain the term "nouveau rich."

Answer: <https://biology-forums.com/index.php?topic=1926681>

Question 37

How can marketers help people organize information on the internet?

Answer: <https://biology-forums.com/index.php?topic=1926576>

Question 38

Define the personality trait.

Answer: <https://biology-forums.com/index.php?topic=1926530>

Question 39

Explain the 3 systems of Freud's personality theory.

Answer: <https://biology-forums.com/index.php?topic=1926527>

Question 40

Explain the term "animism." Provide an example of animism.

Answer: <https://biology-forums.com/index.php?topic=1926539>

Question 41

Explain the expectancy theory.

Answer: <https://biology-forums.com/index.php?topic=1926429>

Question 42

Explain the Freudian system of personality as it might apply to the behavior of a consumer.

Answer: <https://biology-forums.com/index.php?topic=1926529>

Question 43

Briefly discuss gender differences in socialization, female sex roles, and male sex roles in our society.

Answer: <https://biology-forums.com/index.php?topic=1926502>

Question 44

Explain the term "behavioral economics."

Answer: <https://biology-forums.com/index.php?topic=1926579>

Question 45

List and briefly characterize four types of relationships a person might have with a product. Provide examples to illustrate each.

Answer: <https://biology-forums.com/index.php?topic=1926337>

Question 46

Explain the concept of guerrilla marketing and give an illustration of how this promotion/communication technique might be applied. Be specific in your comments.

Answer: <https://biology-forums.com/index.php?topic=1926661>

Question 47

Explain the queuing theory.

Answer: <https://biology-forums.com/index.php?topic=1926608>

Question 48

List and explain the three stages of cognitive development.

Answer: <https://biology-forums.com/index.php?topic=1926392>

Question 49

What is relationship marketing? Why is it so widely practiced by today's marketers?

Answer: <https://biology-forums.com/index.php?topic=1926773>

Question 50

Differentiate between an evoked set and a consideration set. Provide examples to illustrate the two terms.

Answer: <https://biology-forums.com/index.php?topic=1926575>

Question 51

Explain the theory of cognitive dissonance. Then create an example that illustrates the theory. Be sure that your example illustrates the phenomena that occur within the confines of the theory.

Answer: <https://biology-forums.com/index.php?topic=1926432>

Question 52

Describe the concept of brand personality.

Answer: <https://biology-forums.com/index.php?topic=1926526>

Question 53

Explain the term "hedonic adaptation."

Answer: <https://biology-forums.com/index.php?topic=1926678>

Question 54

List and explain the five types of perceived risk.

Answer: <https://biology-forums.com/index.php?topic=1926569>

Question 55

Explain the 2 factors that influence consumer savings.

Answer: <https://biology-forums.com/index.php?topic=1926680>

Question 56

What did Freud mean when he said, "Sometimes a cigar is just a cigar"?

Answer: <https://biology-forums.com/index.php?topic=1926531>

Question 57

What are age cohorts? Briefly explain how marketers use age cohorts to segment markets.

Answer: <https://biology-forums.com/index.php?topic=1926721>

Question 58

Explain why advertising is necessary.

Answer: <https://biology-forums.com/index.php?topic=1926357>

Question 59

Explain purchase involvement.

Answer: <https://biology-forums.com/index.php?topic=1926458>

Question 60

Explain the concept of involvement and its relationship to motivation.

Answer: <https://biology-forums.com/index.php?topic=1926457>

Question 61

Define framing.

Answer: <https://biology-forums.com/index.php?topic=1926578>

Question 62

Explain the term "mood congruency" and give an example.

Answer: <https://biology-forums.com/index.php?topic=1926441>

Question 63

Discuss the extended self and provide a description of each level of the extended self.

Answer: <https://biology-forums.com/index.php?topic=1926496>

Question 64

Describe the motivation process.

Answer: <https://biology-forums.com/index.php?topic=1926440>

Question 65

What are determinant attributes?

Answer: <https://biology-forums.com/index.php?topic=1926574>

Question 66

Discuss the low-involvement hierarchy of effects.

Answer: <https://biology-forums.com/index.php?topic=1926548>

Question 67

Because a purchase decision can involve more than one source of motivation, consumers often find themselves in situations in which different motives, both positive and negative, conflict with one another. Describe three general types of motivational conflict. In addition, comment on how these conflicts help to bring about satisfaction of needs. Provide an example of how marketers tailor their marketing communications to fit consumer needs in each of these cases.

Answer: <https://biology-forums.com/index.php?topic=1926431>

Question 68

Explain the difference between a need and a want. Provide an example of each.

Answer: <https://biology-forums.com/index.php?topic=1926341>

Question 69

According to the exchange theory, what "value" can a salesperson add to the interaction?

Answer: <https://biology-forums.com/index.php?topic=1926621>

Question 70

Describe the three functional areas of a cultural system.

Answer: <https://biology-forums.com/index.php?topic=1926739>

Question 71

Define self-concept.

Answer: <https://biology-forums.com/index.php?topic=1926486>

Question 72

Explain the social identity theory.

Answer: <https://biology-forums.com/index.php?topic=1926642>

Question 73

Subcultures are defined in such a way that a person may belong to many subcultures at the same time. What in the definition allows any given person to belong to multiple groups, and what subcultures would apply to almost everyone?

Answer: <https://biology-forums.com/index.php?topic=1926704>