

## Chapter 6. Consumer Behavior.

Your answers must reflect the definitions and information in my lecture.

1) In 100 words, explain the goodwill ambassadors.

Goodwill ambassadors are also student marketers which are paid by companies to sponsor different brands through new students that had just arrived to the campus and invite them to different events so that new students could get involved into the brand's offers or products that are also helpful to the new student life they had just got in to. This is a really good way for brands to boost their sells, get promotion (by people spreading the word) about what they have to offer, but also get more familiar with a new market segment and expand their list of loyal customers.

2) In 250 words, explain the Ford/Zipcar union.

The Ford/Zipcar union consists on a combination of both of the brands' strategies to make one together and get the best of it by helping students to rent a car, which is really helpful when you're a college student who is barely working and doesn't have enough credit score to buy a brand-new car by themselves. By renting a car it gives students the facility to go wherever they want, whenever they want, making college schedules easier than spending extra time waiting for the subway, the bus or paying extra money to get a taxi or uber. The Ford/Zipcar union helped all of these student's problems go away by giving them the option of renting one of their cars and also have some special discounts for them such as a \$10 discount off of the subscription. Those kind of offers also boost consumer's decision on buying things. Doing a long-term inversion on future costumers is a really smart move that most of the times ends up being rewarded on mayor gains for the company, considering that due to the good deals they are offering, people in the future could turn their rental car subscription to a car purchase from their company, consumers

always think through important/big purchases and by having already the experience of driving one of their cars, they would have already tried the car model, they would know if they liked the car's features, if they felt comfortable enough with it, etc. things like that could cross their mind when buying their first car.

3) List, in order, the steps taken in the consumers decision process.

1. Recognition
2. Information search
3. Alternative evaluation
4. Purchase
5. Post-purchase

4) Describe the difference between functional and psychological needs.

Functional is a basic thing you need in life such as food, water or clothes and psychological is what you think you need (but actually it is because you just liked it and want it).

5) What is the difference between an internal and external search for information?

Internal happens when you get the information from what you have experienced/what you know and the external is getting the information from any other resource.

6) What is the difference between people who have internal and external locus of control?

They tend to spend different amount of time on information about what they are going to buy.

7) List the 5 stages of actual or perceived risk.

1. Performance risk
2. Financial risk
3. Social risk

4. Physiological risk
5. Psychological risk

8) Define the items in 7.

1. Buy a dress, but what if something happens to it
2. Buy a shirt, but if it has to be dry clean then it'll cost more, or when buying a car, all of them have different prices but you also have to have in mind the extra money you will invest on it for maintenance.
3. its about what would others think about the product
4. when the product doesn't perform properly
5. if the dress or the suit weren't appropriate for the occasion.

9) List the attribute sets.

1. universal sets
2. Retrieval sets
3. Evocable sets

10) Define the attribute sets

1. include all possible choices for a product category
2. brands or stores that are already in our memory
3. brands or stores that the person considers to make a purchase

11) Give examples of the attribute sets.

1. When you don't anything to wear so you think about clothe store
2. Then you start to thinking about specific brands of clothe stores
3. And then you consider just the brands that you would shop at

12) List the four factors influencing the consumer decision process.

1. Keep things running properly
2. Merchandise must be in stock
3. Reduce actual wait time

13) How has perception changed over time?

The way people think about certain things evolve depending on the social era we are living, things that could had not been accepted a few years ago, are now what people actually like.

14) Give an example of a purchase situation.

My best friend's birthday is tomorrow so I will buy him a very special present.

15) Give an example of a shopping situation.

As I mention, my best friend's birthday is tomorrow, I will buy him a present and will get it from either Hugo Boss or Lacoste.

16) Define temporal state.

State of mind at any particular time day when you are going to purchase something.