

Quiz 3 Study Guide

MKTG 310

Professor Towns – Fall 2025

This study guide is meant to serve as a general guide and outline of topics and general information about the quiz. It is NOT intended to be a comprehensive list of quiz content.

Quiz Goal:

The quiz is primarily designed to make sure that you are keeping up with the reading and attending/paying attention in class. It will check your knowledge of basic concepts from the book and from lectures/in-class discussion. There is plenty of content in the chapters that we are not able to specifically discuss in class that you are still responsible for, but you are more likely to see content that is in the text AND was discussed in class. Later quizzes will include more application than this first one.

Quiz Format:

The quiz will be pen/paper (you bring the pen, I'll provide the paper) in-class and will be closed book/closed note. No cell phone or smart watch use is permitted. You may not leave the classroom and return once the quiz has been handed out so please plan restroom and water access accordingly. Please make sure your writing is legible.

The format will be mostly multiple choice with some short answer, fill in the blank and true/false. It will not be long and will be easily finished within the class period but you are welcome to stay and take the entire class time – I'll be here. Once you have finished the quiz you are free to go – we will not have additional lecture that day.

Model of Consumer Behavior

The Psychological Core	The Process of Making Decisions	The Consumer's Culture	Consumer Behavior Outcomes and Issues
2 Motivation, Ability, and Opportunity 3 Exposure, Attention, Perception, and Comprehension 4 Prior Knowledge, Long-Term Memory, and Retrieval (Remembering) 5-6 Attitude Formation and Change	7 Problem Recognition and Information Search 8-9 Judgment and Decision-Making 10 Post-Decision Processes	11 Social Influences on Consumer Behavior 12 Consumer Diversity 13 Household and Social Class Influences 14 Psychographics: Values, Personality, and Lifestyles	15 Innovations: Adoption, Resistance, and Diffusion 16 Symbolic Consumer Behavior 17 Marketing, Ethics, and Social Responsibility in a Consumer Society

The last two segments of the course will be covered in this quiz. Spanning the textbook chapters 11-17 we have focused so far on the Consumer's Culture and Outcomes/Issues, which includes topics like:

- Social Influences on Consumer Behavior
- Consumer Diversity
- Psychographics, values, personality, lifestyle
- Innovation, Adoption, Resistance

Be familiar with the following concepts:

Understand the sources of influence (Marketers, nonmarketing sources) and types of influence

Know what Generational Cohort Theory is and what the common cohorts are

Be familiar with how ethnic and religious differences affect Consumer Behavior

Be familiar with types of households

Understand Values and the role that they play in consumer behavior

Be familiar with Innovations – what they are, how they are characterized

Know adopter groups and their characteristics, profile

Know what Diffusion is and be familiar with diffusion curves

Know characteristics surrounding innovation, adoption, resistance and diffusion

Be familiar with Role Acquisition

Understand what Special Possessions are and examples of types

Be familiar with examples of consumption controversies

Be familiar with Social Responsibility issues in marketing