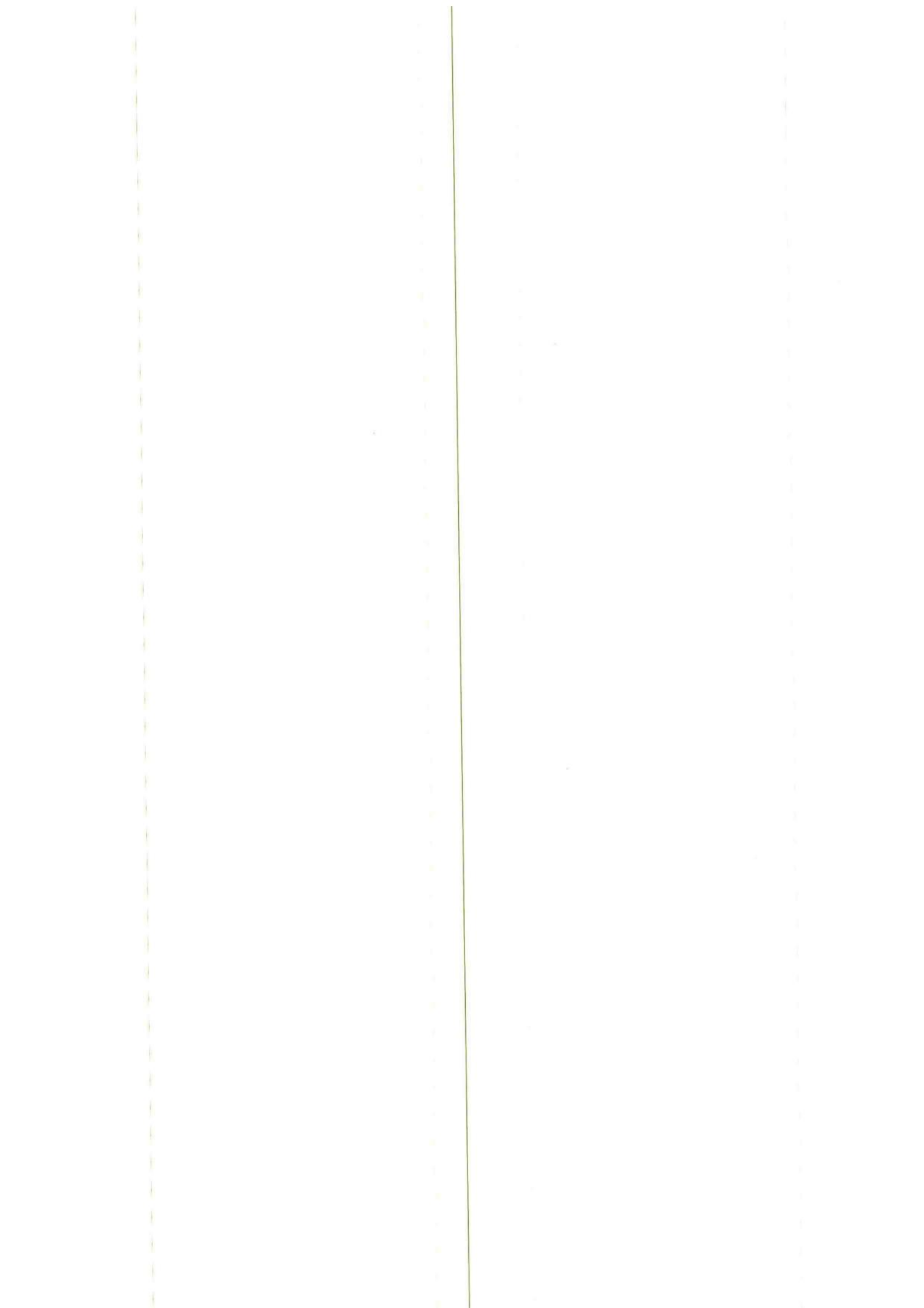




Försättsblad Prov Original

| Kurskod | Provkod | Tentamensdatum |
|-------------|---------------------------------------|---------------------|
| F Ö 0 1 0 A | 1 3 0 0 | 2 0 1 9 - 0 1 - 2 4 |
| Kursnamn | Företagsekonomi AV, Konsumentbeteende | |
| Provnamn | Tentamen | |
| Ort | Östersund | |
| Termin | | |
| Ämne | | |



FÖ10A

1



Mittuniversitetet

MID SWEDEN UNIVERSITY

Department of Economics, Geography, Law and Tourism

Maria Bogren

E-mail: maria.bogren@miun.se

Ulrika Sjödin

Email: ulrika.sjodin@miun.se

Code.....

Re-exam

COURSE: Consumer Behavior, 7,5 hp

DATE: 2019-01-24

TIME: 5 hours

Instructions

Dictionary is allowed.

All answers must be reported in the attached exam booklet for each question. If the paper is not enough, you may attach additional sheets. If you do so – please make a note at the end of your answer in the exam booklet, telling us that your answer will continue on an extra sheet.

Please read the questions carefully before answering. Plan first the organization of your answer and make a first draft on loose sheets. Then enter structured and articulate response with clear handwriting in the exam booklet, so you can be sure that we understand you correctly. Remember that all concepts and characters that you use must be explained and described with continuous text.

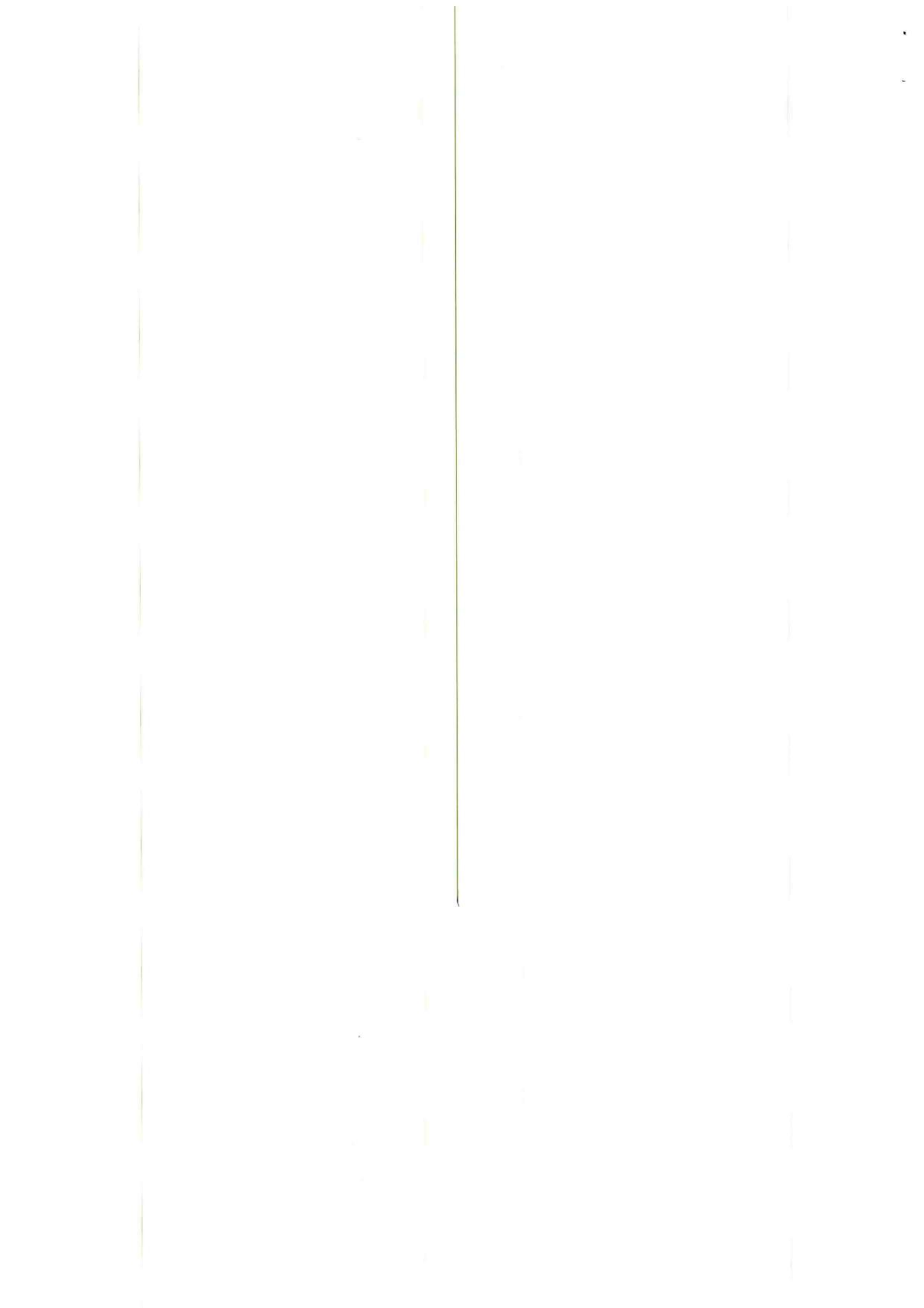
Write your code number on all sheets.

The exam consists of six questions. It can give a maximum of 60 points.

To pass (E) requires at least 30 points.

Good luck!

Maria Bogren and Ulrika Sjödin



Question 1 (10 points)

Code.....

Describe shortly the following concepts.

a) Classical conditioning

b) Cognitive dissonance

c) Generation Y

d) Illegal product use

e) Planned impulse buying

Question 2 (5 points)

Code.....

McGuire 1974 has listed 4 motives for customers to shop. Freudian model also points out some motives for shopping linked to the **identity**.

- a) Describe and explain the four motives for shopping and
- b) Discuss in what way shopping, according to Evans, is regarded to be linked to your identity.



Mittuniversitetet
MID SWEDEN UNIVERSITY

Additional sheet for question 2

Code.....



Mittuniversitetet
MID SWEDEN UNIVERSITY

Question 3 (10 points)

Code.....

In today's society we are exposed to very much advertising. Evans et al. discuss several means for companies to get our attention.

- a. Describe **four** main ways to get attention as discussed by Evan's and
- b. Discuss which one of those means which is most **modern** and **useful** in today's **digital** society.



Mittuniversitetet
MID SWEDEN UNIVERSITY

Additional sheet for question 3

Code.....



Mittuniversitetet
MID SWEDEN UNIVERSITY

Question 4 (10 points)

Code.....

- a) Describe and explain the adopter categories in the Diffusion-Adoption theory in chapter p 9.
- b) Describe and explain the underlying assumptions of this model and also in what way it should be critiqued.



Mittuniversitetet
MID SWEDEN UNIVERSITY

Additional sheet for question 4

Code.....



Mittuniversitetet
MID SWEDEN UNIVERSITY

Question 5 (10 points)

Code.....

Chapter 11 discuss Data-Based Consumer Behaviour.

- a) Describe and explain **two main categories** of the data-based tracking methods discussed by Evans.
- b) Describe the motives behind and the benefits and the disadvantages of the **personal surveillance data methods**, and in what way you are for or against them and why?



Mittuniversitetet
MID SWEDEN UNIVERSITY

Additional sheet for question 5

Code.....



Question 6 (15 points)

Code.....

In this task, you should show that you can apply your knowledge of the course literature on a specific case.

This is the case:

You as a consultant have been contacted by the municipality of Agaete, located in the northwest of Gran Canaria, Spain. The municipality has 5.767 inhabitants, and not so many tourists. The representatives from the municipality emphasize the importance of maintaining the local and genuine culture, but at the same time creating an attractive destination for tourists who want to experience real Spanish culture. The tourists who come to Agaete now are staying at the all-inclusive hotel or come with bus tours and spend only an hour or two in the harbor of Agaete. Tourists who stay for a week at the hotel mostly relax by the pool or go for hikes in the mountains.

How can you help the municipality to maintain the local Spanish culture and at the same time develop Agaete as a tourist destination? Your task as a consultant is now to develop a strategic plan regarding Agaete and tourism. Describe and discuss in an analytical way how you consider aspects regarding *age, different generations, lifestyle, social groups, and cultures* when you develop the strategic plan for Agaete.

Write a logical and critical reasoning/argumentation with a relevant structure. Remember to connect your discussion to theories, concepts and models from the book.



Mittuniversitetet
MID SWEDEN UNIVERSITY

Additional sheet for question 6

Code.....

Additional sheet for question 6

Code.....



Additional sheet for question 6

Code.....

