Consumer Behavior

Name…………………………..

Schedule

Feb 28, 2019: active learning of Market Segmentation, Targeting, and Positioning

March 7, 2019: Do the review Questions for Midterm Examination (No Class)

March 14, 2019: Midterm Examination (10 questions for 100 points)

March 21, 2019: Individual Presentation of Project One: Interview Questions

Review Questions

1. Define the word "customers" with three different examples.

2. Draw a chart and explain five actions model with examples.

3. List and explain seven major effects of macro environment to consumer behaviors.

4. Use five actions model to transform a full service airline into a low cost airline.

5. Draw a simplified model of consumer behavior
6. Explain five reasons of studying consumer behavior.
7. Explain the development of marketing concept. And explain the online selling concept.
8. Explain market segmentation, targeting, and positioning
9. In the tourism industry, the business traveler is an attractive segment. List and explain six sub-segments of business travelers.
10. List and explain five benefits of segmentation.
11. List and explain five requirements for effective segmentation.
12. Explain five categories of segmentation with **your own examples**: Demographic, Geographic, Psychographic, Behavioral, and Product-related factors.
13. Define product positioning and briefly state its relevance to the airline industry. Use Air Asia and an example for product positioning.
14. Write an essay about one of the gurus in the areas of marketing, selling, online selling, and public relation.