

Mega file of psy514 papers by ufak ali
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1. Benefit of Likert Scale

Answer:-

Benefits of Likert Scale

Principal benefit of Likert Scale is that it gives researcher the option to consider response to each statement

Separately or of combining the responses to produce an over-all score s

Answer:-

In statistical computing terms, such multiple responses may pose difficulties both for data structure and for data analysis. Most commonly, they are held as a set of variables, but sometimes it can be useful to hold them as a single variable. No structure is ideal for all purposes, and often you may want to convert from one structure to another. Similarly, you may want to look at results for individual variables or at results calculated from one or more of these variables. The subject is large and one FAQ cannot cover all possibilities. You may be able to add suggestions to those here, so that users may be advised of helpful tips or of pitfalls to be avoided. In particular, we would welcome literature references.

Example

q1_others	q1_R	q1_SPlus	q1_SAS	q1_SPSS	q1_Stata
1	1	0	0	0	0
0	1	1	0	0	1

0	3.	0	0	0	0	1
0	4.	0	0	1	0	0
1	5.	0	0	1	0	0

Data on multiple responses with this coding scheme can be used immediately for many analyses. For example, you might want to know how many respondents use Stata. Type

```
. count if q1_Stata == 1
```

or type

```
. tabulate q1_Stata
```

You might want to see the distribution of the number of packages used by the respondents. This is just the row sum of the variables, most easily calculated by **egen**.

```
. egen npkg = rowtotal(q1_*)
. tabulate npkg
```

You might want to know the distribution of users of software packages. One method is to **summarize** the variables and compare their means, but a better method is through **tabstat**.

```
. tabstat q1_*, s(sum) c(s)
```

The use of row sums and of variable sums across 1s and 0s underlines the value of holding data in indicator variable form.

Source

<http://www.stata.com/support/faqs/data-management/multiple-responses/>

2. Silent features of Complaint Analysis System

Answer:-

Complaint Analysis System encourages customers to complain about an unsatisfactory product or service.

Such systems provide suggestions for improvement by having the respondents complete the forms asking specific questions beyond the routine “*how was everything*” stuff. Sometimes

Listening Posts, hotlines are established where specifically designated employees either listen to customers' comments or actively solicit input from them

Ritual with one current example.

Answer:-

Rituals and norms of the family that they have to fulfill with regards to their daughters in laws, sons in laws as well as grand their grandchildren. Senior parents after many years of professional experience

usually have greater buying power as well. They have to do a lot of shopping for the rituals and norms.

Each stage in the traditional family life cycle represents an important segment for the marketers.

Financial

services industry frequently segments customers in terms of family life cycle stages as the required financial

services tend to shift as they pass through different stages of life

in lesson 14

3. Teenager view points and seven type of targeting teenager's Geographic segmentation and its benefits

Answer:-

Most marketers prefer to target segments that are relatively stable in terms of demographic and psychological factors and are likely to grow larger over time. Teenagers are sizable and easily identifiable

market, eager to buy, able to spend and easily reachable, yet when a marketer produces merchandise for a

popular teenage fad, interest in it may have waned

Once an organization has identified its most promising segments it must decide whether to target one

segment or several segments.

Each targeted segment receives a specially designed marketing mix i.e. a specially tailored product, price,

distribution network and/or promotional campaign

in lesson 16

4. What are the gender-specific products? Describe gender in market segmentation. 3

Answer:-

Gender segmentation is the process of dividing of potential markets based on gender (male or female)

Under gender segmentation, the database is divided into male or female. Both men and women have different interest in terms of shopping for various products such as apparel, cosmetics, perfumes, shoes etc. and even food habits. To overcome this challenge, a company should have different marketing strategy for both men and women. A woman will not buy a product which is made for a man. Likewise, a man would not purchase a product which is made for a woman. This particularly happens when we are shopping for perfumes. The segmentation based on the gender is important for lots of industries which have portfolios for both male as well as female. For example, Nike as a sportswear company has separate portfolio for both male as well as female. As a company, Nike will have to come out with different strategies to market products differently for male and female

What are the cues through which consumers buy different type of products? Intrinsic and extrinsic cues 5

Answer:-

An intrinsic product cue can be any product characteristic inherent in the product itself, such as engine capacity for a car or flavour for a soft drink, while an extrinsic cue is a product characteristic not fundamental to the product itself but externally attributed to the good or service, for example, price, brand, place of purchase, or country of origin (Lee & Lou, 1996; Teas & Agarwal,(2000).

Two extrinsic cues found by researchers to be used consistently in this process are country-of-origin (COO) and price

COO and price have the power to over-ride sensory perceptions of quality is not known

Many studies have investigated the influence of extrinsic cues using experimental designs (where respondents experience various product offerings)

Source

<http://academyofwinebusiness.com/wp-content/uploads/2010/05/Veale.rtf.pdf>

What is primary and secondary information? 3

Answer:-

Collecting and Evaluating Secondary Data

Second step of the research is to collect secondary data. Secondary information is data originally generated for some purpose other than the present research objectives. Such data may be collected from earlier in-house studies or customer's information collected by the firm's sales or credit department

9. Designing a Primary Research Study

Primary Information is original research conducted by individual researchers and organizations to meet with specific objectives. Secondary research provides sufficient insight into the clues and directions for the

Design of primary information

Primary research is conducted when detailed information on consumers' purchasing patterns or product usage is required or the consumers' socio-cultural or psychological information is needed. Research to secure such information is more costly and time consuming than secondary research

In lesson 7

One scenario about why people buy necktie. Explanation 5

Define acculturation and enculturation.3

Answer:-

When examining a specific society, researchers frequently immerse themselves in the environment under

Study through consumer field work. As trained researchers they are likely to select a small sample of people

From a particular society and carefully observe their behavior. Based upon their observations researchers can

Draw conclusions about values, beliefs and customs of the society under investigation. For example

Positioning trained observers in department and clothing stores note how neckties are selected:

Solid VS. Patterned

Stripes VS. Paisley

Degree of search that accompanies choice

Consumers taking necktie off the display, comparing it with other ties and putting it back, before

Selecting the necktie that they finally purchase

in lesson 20

5. Enlist any three journals of consumer psychology.

Answer:-

- Journal of advertising
- Journal of marketing
- Journal of marketing research

In lesson 5

6. How would you define Lexicographic Decision Rule?

Answer:-

The consumer first ranks the attributes in terms of perceived relevance or importance. The consumer then compares the various alternatives in terms of single attributes in terms of a single attribute that is the most important. If one option scores sufficiently higher on this top-ranked attribute it is selected and the process ends. When two or more options ranks sufficiently higher then the process is repeated on the second highest ranking attribute until the process ends.

7. Do you think that our attitudes towards some product remain consistent over time? Discuss it with the help of some suitable example. (3)

Answer:-

When attitudes are inconsistent with purchase behavior they are likely to change. Marketers may seek to

induce behavior changes in consumer through various means. Promotional tools including free samples and saving coupons are frequently used.

There is some evidence that smaller the incentive greater the dissonance and greater the attitude change. The small inducements force the consumer to confront his purchase behavior with a ready explanation for that. Large inducements may force the consumer to simply rationalize. A coupon of Rs 5 will produce more of the desired attitude change than a coupon of Rs. 10.

In case of free samples the acceptance of brand may never take place because the consumer could fail to expose herself fully to the attitude change from use of the sample. There may be an optimum value range over which promotional techniques produce desired attitude and behavior change. Beyond that point either

too low or too high they may be relatively ineffective.

In lesson 42

8. Analyze how actual self is different from ideal self. List out any three questions faced by consumers related to purchase decisions.

Answer:-

Marketing Contexts and Self Images

In different contexts consumers might select a different self-image to guide their attitudes or behavior. For

Some actual house hold product consumers might be guided by their actual self-image. For some socially

Enhancing or socially conspicuous product they might be guided by their social self-image.

When it comes

to personal appearance they might be guided by their ideal self-images

Self-Image and Marketing Concept

The concept of self-image has strategic implications for marketers: They can market their products on the

basis relevant consumer self-images, position their products or services as symbols of such self-images. Such

a strategy is fully consistent with the marketing concept. Marketer first assesses the needs of consumer

segments (with respect to both a product category and to an appropriate symbol of self-image) and then

Proceeds to develop and market a product or service that meets both the criteria

In lesson 29

9. What is problem recognition? Give a brief explanation.

Answer:-

Problem recognition results when a consumer recognizes a difference of sufficient magnitude between what

is perceived as the desired state of affairs and what is the actual state of affairs, enough to arouse and

Activate the decision process.

ACTUAL STATE: The way in which a need is already being met

DESIRED STATE: The way a person would like the need to be met with

The motivation to resolve a problem depends upon two factors:

_ Importance of the problem

_ Magnitude of the discrepancy between actual state and desired state

The problem must be sufficiently defined if the consumer is to engage in meaningful behavior aimed at

Solving it. Consumer who runs out of milk or bread has clear definition of the problem

Situations exist in which there is clear problem recognition but vague definition of the problem for example

a young man may feel that expression of a desired image is not right yet he is unable to define exactly what

is wrong. In such case information search may be engaged in to more clearly identify the problem. The

Cases of problem recognition and problem definition may be complex

In lesson 37

10. Enlist any three types of data which are frequently used while conducting research. Explain any two of them. (3+1+1)

Answer:-

- **Primary information.** This is research you compile yourself or hire someone to gather for you.
- **Secondary information.** This type of research is already compiled and organized for you. Examples of secondary information include reports and studies by government agencies, trade associations or other businesses within your industry. Most of the research you gather will most likely be secondary.

exploratory or specific. Exploratory research is open-ended, helps you define a specific problem, and usually involves detailed, unstructured interviews in which lengthy answers are solicited from a small group of respondents. Specific research, on the other hand, is precise in scope and is used to solve a problem

that exploratory research has identified. Interviews are structured and formal in approach. Of the two, specific research is the more

source:

<https://www.entrepreneur.com/encyclopedia/market-research>

11. Do you think that marketers can change the consumer's attitude towards the specific product by adding an attribute in that product? Explain it with the help of some suitable example. (5)

Answer:-

Yes, marketer can change customer attitude An attitude in marketing terms is defined as a general evaluation of a product or service formed over time (Solomon, 2008). An attitude satisfies a personal motive—and at the same time, affects the shopping and buying habits of consumers. Dr. Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. A consumer can hold negative or positive beliefs or feelings toward a product or service. A behavioral intention is defined by the consumer's belief or feeling with respect to the product or service.

A marketer is challenged to understand the reason a particular attitude might exist.

Perhaps the attitude formed as the result of a positive or negative personal experience. Maybe outside influences of other individuals persuaded the consumer's opinion of a product or service. Attitudes are relatively enduring (Oskamp & Schultz, 2005, p. 8). Attitudes are a learned predisposition to proceed in favor of or opposed to a given object. In the context of marketing, an attitude is the filter to which every product and service is scrutinized.

Source:

<https://marketography.com/2010/10/17/understanding-consumer-attitudes/>

12. Do you think that marketers should provide the sufficient information to the customers regarding the usage of products? Explain it. (5)

Answer:-

Without a doubt, the most difficult customer value model that a supplier will build is its first one. Indeed, gaining a comprehensive understanding of the value of a market offering in a particular customer setting may appear monumentally difficult. But it can be done. The first step is putting together the right kind of value research team. The team should include people with product, field engineering, and marketing experience, and two or three forward-thinking salespeople. Having salespeople involved at the start is particularly important. They know the customer and how the offering is used; they also know which customers might be willing to cooperate in value research. Sales-people who are part of a value assessment initiative from the outset are also more likely to understand and appreciate it. They will, therefore, support the approach and can then persuasively relate their experiences to others in the sales force. Yes they give proper information to customer.

Source:

<https://hbr.org/1998/11/business-marketing-understand-what-customers-value>

13. Normative Reference Group and Comparative Reference Group are two types of reference groups. Explain the both. (2.5+2.5)

Answer:-

Normative Reference Group

Reference groups that influence general or broadly defined values or behavior are called Normative

Reference Groups. Child's normative reference group is his immediate family, which is likely to play

important role in modeling the child's general consumer values and behavior (such as which foods to select,

what clothes to wear, etc...) Normative Reference group influence the development of a basic code of behavior.

Comparative Reference Group

Reference groups that serve as benchmarks for specific narrowly defined attitudes or behavior are called

Comparative Reference Groups. Example: A neighboring family whose lifestyle appears to be admirable

and worthy of imitation (the way they maintain their home, their choice of furniture, cars, their taste in clothing). Comparative groups influence the expression of specific consumer attitudes and behaviors. It is likely that the specific influences of comparative reference groups to some measure depend upon the basic values and behavior patterns established early in a person's development by normative reference groups

in lesson 26