Deciding to start and exercise program or adopt a sport

Have you ever wondered what factors are involved in an individual’s decision to begin exercising or adopting a sport?

Here are some data that provide some insight

Factors related to appearance (48% of the people we interviewed)
  ➢ Toning muscles (2%)
  ➢ Building bulk (12%)
  ➢ Reducing weight (35%)

Factors related to improving health (26% of the people we interviewed)
  • Get into shape (17%)
  • Overcome a health problem (9%)

Factors related to feeling good (15% of the people we interviewed)
  • Relieve stress (3%)
  • Strengthen self image (2%)
  • Generally feel better (5%)
  • To do more things (5%)

Other comments (11% of the people we interviewed)
  • Continuation of an active lifestyle (9%)
  • Functional (ride a bike as transportation) (1%)

Other application
Assume you must attend 2 U of M sporting events (beside you favorite). How would you go about deciding what sports to attend?
The three elements of consumer analysis

Affect (Automatic)
- Emotions (intense)
- Feeling states (less intense – satisfaction, frustration)
- Moods (boredom, relaxation)
- Attitudes (liking, disliking)

Cognition
- Many aspects are conscious
- Some are automatic

Behavior – physical actions of consumers that are observable
Environment – everything external to the consumer that influences what they think, feel and do.

Reciprocal system
Marketing Strategy
Sample questions

Attempts to understand consumer behavior have benefited from borrowing from other disciplines. This borrowing from other disciplines has resulted in a:

A. rich variety of ideas, but no single, fully-accepted, theoretical approach to consumer behavior
B. single grand theory of consumer behavior
C. gradual resolution of overlap and competing ideas about consumer behavior
D. framework for resolving theoretical differences about consumer behavior
E. development of a simple and practical means to categorize all consumer behaviors

Answer is A. See general text on page 18

The text refers to everything that goes on inside consumers’ minds, including feelings and thinking processes as:

A. affect and cognitions
B. behavior
C. environment
D. conceptual issues
E. mental events

Answer is A. See definition on page 19

All of the following are examples of an affective response EXCEPT:

A. emotions
B. feeling states
C. moods
D. evaluations
E. purchases

Answer is E. See definition on page 19

Actions of consumers that can be directly observed are called

A. motivations
B. cognitions
C. emotions
D. behaviors
E. perceptions

Answer is D. See definition on page 20

There are many ways to segment the market. One very useful way is to segment markets based on the probability that various consumers will purchase, use, and continue to purchase a particular product. This strategy is useful because:

A. segmenting by price can cause ethical concerns
B. not every consumer is equally likely to be influenced by a particular marketing strategy
C. most consumers have similar affective and cognitive responses
D. one common strategy is usually better than several different strategies
E. consumer analysis tells us that behavior is the most important consideration

Answer is B. See the general text on page 28.