

Consumer Behaviour – Examen 2013

Question 1:

"Consumers do what other consumers do", but not always, like we've seen in a couple of papers.

- 1a. Give an example of a moderating factor.
- 1b. Explain the study were your answer on 1a is proven. Give dependent variables, independent variables and how they're operationalized.
- 1c. Draw a graph of table that shows this result.
- 1d. Explain how that graph/table shows the result.
- 1e. Is this generalizable to other situations? The more different the situation is from the study in the paper, the better.

Question 2:

Paper: The "I designed it myself" effect in mass customization.

- 2a. Give the alternative explanations that were given in study 2 and how they would influence the WTP.
- 2b. Explain how these alternative explanations were eliminated by adding group 3.

Question 3:

Paper: Affect as a decision making system of the present.

- 3a. In study 1A the participants are randomly assigned. What does that mean and why is it necessary here?
- 3b. In study 1B the participants are not random assigned. Why?
- 3c. When study 1B is seen separately, without the other studies, the not-random assignment can cause an interpretation problem. Explain why.
- 3d. The authors say use an evolutionary argument. What is dat argument and why is it evolutionary?