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**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia"**

**Faculty of Economics**

(name of the main educational unit (OUP)-developer of the EP HE)

## **COURSE WORKING PROGRAM**

**Global consumer trends**

(name of the discipline/module)

**Recommended by the MSS for the direction of training/specialty:**

**38.04.02 «Management»**

(code and name of the training area/specialty)

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):**

**International marketing and business**

(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The aim of the training course "Global Consumer Trends" is the consideration of contemporary consumer behaviour in a globalized economy. In addition, attention is paid to the nature and characteristics of this phenomenon, we investigate the medium-and long-term trends of changes in consumer behavioral patterns.

The course combines the study of theory and modern concepts with application of practical methods of research of consumer preferences. The course material helps marketers to build a model of projected changes in consumer preferences and implement the advanced planning of marketing activities.

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Global consumer trends " is aimed at the formation of the following competencies (parts of competencies) in students:

*Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)*

Code	Competence	Competence achievement indicators (within this course)
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	UC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems UC-7.2 Assesses information, its reliability, builds logical conclusions based on incoming information and data
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities

<b>Code</b>	<b>Competence</b>	<b>Competence achievement indicators (within this course)</b>
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

### **3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE**

The discipline "Global consumer trends " refers to the variable component formed by the participants of the educational relations of the block Б1.Б.ДВ.02.01 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Global consumer trends " .

*Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline*

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	Managerial economics Management Research Methodology Management organization theory	Digital marketing Innovative entrepreneurship Research work
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	Finance organizations Marketing Metrics Integrated Marketing communication	Integrated marketing communications International marketing strategies

Code	Competence name	Previous courses	Next courses
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Managerial economics Management Research Methodology Management organization theory	Digital marketing Innovative entrepreneurship Research work
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Finance organizations Marketing Metrics Integrated Marketing communication	Integrated marketing communications International marketing strategies

\* - it is filled in in accordance with the matrix of competencies and SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Global consumer trends " is 4 credit units.

*Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education*

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	144			144	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	36			36	
<i>Self-study, academic hours</i>	27			72	
<i>Evaluation and assessment</i>	27			18	
<b>Course workload</b>	academic hours	<b>144</b>		<b>144</b>	
	credits	<b>4</b>		<b>4</b>	

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

COURSE PART NAME	PART CONTENT	WORK TYPE
Consumer markets and consumer purchasing be-	Features of marketing research of consumer behavior. The essence of the analysis of consumer and	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
havior	types of consumer behavior. The theory of consumer behavior. The concept and purpose of studying the values of consumers. Types, scales and analysis of values. Factors influencing the decision-making process about the purchase. The study of the relations of consumers using multifactor models: Fishbein method, ideal point method, the model "black box", a model SOR. Main principles of formation of representations about consumer buying behavior: the consumer is independent, motivation and consumer behavior is attained through research, consumer behavior can be influenced, consumer behavior socially legitimate. Types of consumer markets and their classification	
Characteristics of the buyer and the modeling of consumer behavior considering external factors	<p>The culture of a society as an important factor of external influence on consumer behavior. The classification of cultural values: other-oriented; focused on nature; directed to oneself. High and low context culture. Cultural variations in verbal and non-verbal communications. Cross-cultural and global marketing strategy.</p> <p>Social inequality and the determinants of social class. The concept of "social stratification of society." Sociological status of the individual as the basis of social position. Determinants of social class and social status of the consumer: economic variables, variables interaction, and political determinants. Group communication as a factor of influence on consumer behavior. Reference groups and their types, forms of influence of reference groups on consumer choice. The impact of information by "word of mouth". The household and the family as the primary external factor of consumer behavior. Changes in household structure and marketing. Role behavior in family purchases and its use in marketing decisions</p>	LTR, SS
The world economy and patterns of formation. Modern approaches to the typology of countries.	Main categories and indicators characterizing the condition and dynamics of development of MAE. Indicators international comparison of development of countries (GDP, GNP and NI, the Index of human development). The essence of the international division of labor (MRI). The main characteristics and development trends of the international division of labour. The classification of countries by economic potential and the level of their socio-economic development. Features and characteristics of economic development of advanced countries. Features modern economic development of USA, Japan and countries of Western Europe. Geopolitical and geoeconomic unity of third world countries. The main features of developing countries. Peculiarities of	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	modern economic situation of third world countries. The location and differentiation of developing countries into the world economy	
Integration processes in world economy.	Background, objectives and stages of economic integration. Forms and levels of development of modern integration associations. The relationship of the integration process with the level of development of productive forces, internationalization and globalization. The EU as the most advanced integration Association. Economic, organizational and financial structure of the EU, their place and influence on the evolution of centrifugal and centripetal processes in the group. The introduction of the single European currency and its implications. North American free trade area.	LTR, SS
Consumer potential of the world economy	Dynamics and structure of the world's population. The concept of human capital. The age structure. The quantitative and qualitative aspects of labour. The problem of employment. The level of education. Consumer patterns of different cultures. Regional features of consumption. The concept and scope of population migration. The types of migration and economic consequences for countries. State regulation of external labour migration. Consumer models of mobile populations	LTR, SS
Socio-economic trends consumption in the world	A new "Global middle class", its consumer patterns, demographic characteristics, socio-cultural aspects. The gap between "rich and poor" as one of backbone factors of changing consumer patterns in the world. The impact of trends in health care on consumer behaviour in developed and developing countries. The impact of globalization on consumer habits. Reducing the time of decision to purchase	LTR, SS
Sustainable development and consumption	Especially the concept of "Sustainable development" and the regional specificity of the transition process to the last. Corporate Social Responsibility and its impact on consumer behavior in developed countries. The development of civil society, the awareness of responsibility for resource support for future generations. The changes in consumption patterns, the formation of a new style of life, the greening of consumption.	LTR, SS
The impact of digital technologies on consumer and marketing strategy in the world	Virtualization of Commerce and consumption. The influence of social networks on consumer behavior. Collaborative consumption and its modifications. Features of influence of mass media on consumer habits in different regions of the world. The role of gamification, personalization and other elements of interaction with the consumer. The impact of Multinational Companies on consumer behavior in different regions. Particular the issue of "adapta-	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	tion-standardization" in the Internet space. The theory of generations Z and Y	

\* - заполняется только по **ОЧНОЙ** форме обучения: ЛК – лекции; ЛР – лабораторные работы; СЗ – семинарские занятия.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### a). Basic literature

1. The Global Economy, NYU Stern Department of Economics, CreateSpace Independent Publishing Platform, 2014.
2. Consumer Behavior, M. R. Solomon, Prentice Hall, 2012.
3. Loose-Leaf International Marketing, Philip Cateora, John Graham, Mary Gilly, McGraw-Hill/Irwin, 2012

### b) additional literature

1. Robert M. Grant. Contemporary Strategy Analysis. 9-th ed. – Wiley, 2016.

2. Phanish Puranam. Corporate Strategy: Tools for Analysis and Decision-Making. Cambridge University Press., 2016..
3. An all-consuming century : why commercialism won in modern America, Gary Cross, Columbia University Press, New York, 2000.
4. Brandwashed : tricks companies use to manipulate our minds and persuade us to buy, Martin Lindstrom, Crown Business, New York, 2011
5. Gen Buy: How Tweens, Teens, and Twenty-Somethings Are Revolutionizing Retail, K. Yarrow and Jayne O'Donnell, Jossey-Bass publishing, 2009.
6. Erik Elgersma. The Global consumer trends Cycle Tool Book: How Advanced Data Collection and Analysis Underpins Winning Strategies. LID Publishing., 2017.
7. Babette E. Bensoussan. Analysis Without Paralysis: 12 Tools to Make Better Strategic Decisions. 2th ed. - FT Press, 2015..

*Resources of the Internet information and telecommunication network:*

*UNIBC (Scientific Library) provides access to the following EBS:*

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znanium.com " - access to the main collection is granted

*Electronic resources for educational activities*

- Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*
- eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*
- RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*
- BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*
- Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*
- East View. Collection "Statistical publications of Russia and CIS countries"*
- Grebennikon Access mode: <http://grebennikon.ru/>*



*LexisNexis Access Mode:*<http://academic.lexisnexis.eu>  
*Search engines:* *Yandex* ([yandex.ru](http://yandex.ru)), *Google* ([google.ru](http://google.ru)).

*Information and reference portals:*

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://www.rbc.ru)

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

1. A course of lectures, standard tasks and a control test on the discipline "Global consumer trends " is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989&notifyeditingon=1>

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Global consumer trends " are presented in the Appendix to this Work Program of the discipline

**Developers:**

Associate Professor of the Marketing Department

**Chernikov S.U.**

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Signature

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Full name

**Faculty name and head:  
Dean of the Faculty of Economics**

**Andronova I.V.**

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Signature

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Full name

**Head of department:  
Marketing dept head**

**A.M. Zobov.**

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Signature

Full name

Appendix to the Work program of the discipline  
"Global consumer trends "

APPROVED

At the meeting of the Department of Marketing

" \_\_\_\_\_ " \_\_\_\_\_ 2022, Protocol no. \_\_\_\_

Head of the Marketing Department

\_\_\_\_\_ Zobov A.M.

## **EVALUATION TASK FUND FOR THE COURSE**

**Global consumer trends**

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(COURSE NAME)

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**38.04.02 «Management»**

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(code and name of the training area)

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**International Marketing and business**

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(name of the training profile)

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**Master**

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Qualification (degree) of the graduate

**Passport of the fund of evaluation funds for the discipline Global consumer trends**  
**Direction / Specialty: 38.04.02. "Management"**  
**Specialization International marketing and business**  
**Summary evaluation table of the discipline Global consumer trends**

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	Points per director	
		Classroom work					Independent work						Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report			
UC-7; GPC-2; PC-1; PC-5	Consumer markets and consumer purchasing behavior			1							1	17	
	Characteristics of the buyer and the modeling of consumer behavior considering external factors			1			5		10		16		
UC-7; GPC-2; PC-1; PC-5	The world economy and patterns of formation. Modern approaches to the typology of countries.			1		4					5	22	
	Integration processes in world economy.			1			4				5		
	Consumer potential of the world economy			1		4					5		
	Socio-economic trends consumption in the world			1	3		3				7		
UC-7; GPC-2; PC-1; PC-5	Sustainable development and consumption			2		5	6		10		23	34	
	The impact of digital technologies on consumer and marketing strategy in the world			1	10						11		
	<b>Evaluation</b>		10						8	9		27	
	<b>Total</b>		10	9	15	15	21		20	8	2	100	

## Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

### Балльно-рейтинговая система оценки знаний, шкала оценок

Баллы БРС	Традиционные оценки РФ	Оценки ECTS
95 – 100	Отлично – 5	A (5+)
86 – 94		B (5)
69 – 85	Хорошо – 4	C (4)
61 – 68	Удовлетворительно – 3	D (3+)
51 – 60		E (3)
31 – 50	Неудовлетворительно – 2	FX (2+)
0 – 30		F (2)
51 - 100	Зачет	Passed

#### Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed,

most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Materials for assessing the level of mastering the educational material of the discipline "Marketing metrics" (evaluation materials), including a list of competencies with the indication of the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills and (or) experience of activity, characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures of knowledge assessment, the skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

*Example topics for individual and group presentations*

- The features and influence factors of consumer behavior at a selected consumer market (the market is being chosen by the group themselves)
- Neuromarketing in FMCG markets
- Irrational consumer behavior in B2C and B2B markets
- Social media as a tool of reference groups in consumer behavior
- Cultural impact on consumer behavior (on an example of a specific culture and products)
- The aging of population in developed countries as a consumption trend
- The healthy lifestyle consumer behavior trend
- Obesity problem as a driver for consumption changes
- The impact of global internet shops on consumption models
- Gamification as a trend in digital marketing worldwide
- Ecologisation of lifestyle and consumption
- Sustainable consumption
- Consumption trend in a selected market (the market is being chosen by the group themselves)

*12. Approximate issues for self-preparation for the exam.*

- a. Features of marketing research of consumer behavior
- b. The concept and purpose of the study of the values of consumers
- c. The study of consumer attitudes via multifactor models
- d. Three approaches to the formation of a model of consumer behavior
- e. Culture of Society as an important factor of external influence on consumer behavior
- f. High and Low context cultures
- g. Cross-cultural and global marketing strategies
- h. Classification of cultural values
- i. The sociological status of the individual as the basis of social position
- j. Determinants of social class and social status of the consumer
- k. Reference groups and their types
- l. Forms of influence of reference groups on consumer choice

- m. Classification of countries by economic potential and their level of socioeconomic development
- n. Household and family as the primary external factor of consumer behavior
- o. Key features of developing countries
- p. The characteristic features of the economic development of newly industrialized countries
- q. General characteristics of countries with economies in transition
- r. Forms and levels of development of modern integration associations.
- s. Features of international economic integration of developing countries.
- t. Consumer models migrant populations.
- u. Quantitative and qualitative aspects of the labor force.
- v. The new "global middle class"
- w. The gap between "rich and poor"
- x. Impact of health trends in consumer behavior aspects
- y. The impact of globalization on consumer habits
- z. Corporate Social Responsibility and its impact on consumer behavior in developed countries
- aa. The impact of social networks on consumer behavior
- bb. Role of gamification, personalization and other elements of interaction with the customer
- cc. Features of the problem of "adaptation-standardization" in the Internet space

13. *Examples of test questions.*
- 1) **Which of these countries is the richest in terms of per capita GDP?**
    - a. China
    - b. India
    - c. Spain
    - d. Poland
  - 2) **What is NOT the feature of low-income countries**
    - a. High birth rates
    - b. Low literacy rates
    - c. Capital-intensive industries
    - d. Heavy reliance on foreign aid



e. Political instability and unrest

- 3) The largest volume of FDI from developed countries goes to**
- New industrial countries
  - Other developed states
  - Own economies
  - Developing countries
- 4) According to Hofstede' cultural value measurement, Russia has the following traits:**
- |                          |                          |
|--------------------------|--------------------------|
| a. Power distance        | e. Power neglecting      |
| b. Individualism         | f. Collectivism          |
| c. Masculinity           | g. Feminity              |
| d. Uncertainty avoidance | h. Uncertainty tolerance |
- 5) What is the Schwartz Value Survey?**
- 6) Taking into account the cultural picture, do you think that the strategy of standardization or adaptation would be more successful in Russia in luxury perfume trading?**
- 7) TNC major progress started in mid 20 century due to**
- Political agreements
  - Improvements in Transport and Telecom industries
  - Decrease of military activity in the world
  - Improvements in Steel and Machinery industries
- 8) Please write down the regular process of consumer behaviour research**
- 9) What is the difference between primary and secondary information in marketing research of consumer behaviour**
- 10) Which of the following factors must NOT be considered during secondary data evaluation:**
- Measure that is used
  - Recentness of data
  - How the data was collected

- d. Suitability of the data
  - e. Who collected the data
- 11) **What is the Awareness in consumer behavior theory and how is it different from involvement?**
  - 12) **The 3 most typical categories for customer segmentation are:**
  - 13) **What is Geodemographics?**
  - 14) **Consumer behavior involves services and ideas as well as \_\_\_\_ products.**
    - a. Durable
    - b. Malleable
    - c. Tangible
    - d. Marketable
  - 15) **Which of the following ethnographic research techniques is considered an observational study**
    - a. Video diary
    - b. Shopalong
    - c. In-home ethnographic research
    - d. Online ethnographic research
    - e. Interview
  - 16) **When McDonald's advertises cheap soda on the side of their stores with giant banners they are targeting which of the following perceptual processes of the consumer?**
    - a. Attention
    - b. Exposure
    - c. Interpretation
    - d. Alternative selection
    - e. All of the above
  - 17) **In the motivational process the desired end state is called which of the following?**
    - a. Need
    - b. Want
    - c. Desire
    - d. Drive
    - e. Goal
  - 18) **The process of learning the value system of another culture is known as acculturation**
    - a. True
    - b. False

