

Consumer Behaviour Exam

5. Personality and lifestyle are believed to play a defining role in consumer behaviour. Using relevant academic theory and professional examples, answer the following:

a) Aaker's (1997) Brand Personality Scale (BPS) model argues that brand personality plays an important role in achieving brand resonance. Explain why brand personality is becoming increasingly important and what benefits Aaker's model offers to brands. (25 marks)

There is a multifaceted nature to **consumer behaviour**, involving multiple disciplines. "It is the process of acquiring, purchasing, using, and disposing of products, services, ideas, or experiences to satisfy needs or desires." Solomon (2020, p.22). Also, 90% of the UK companies are service led stated in the 2019 statistics.

Brand resonance is how well a company relates to the customers and vice versa.

(Keller, 2003) **Brand personality** is the human characteristics associated with a firm and its products are referred to as brand personality. It's stronger if these parts are purposefully coordinated and the personality is maintained over time. Companies create brand personalities that reflect the essential characteristics of their prestige target audience.

According to **Aaker's Personality scale**, there are 5 factors to show the personality dimensions.

1. Sincerity - Agreeableness (Genuine, Kind, Thoughtful). Safety companies might use this trait

The sincerity dimension means how brands are seen to be trustworthy, and kind. This means the brand is following the ethical practices and is socially responsible. Companies have to maintain good relationships with their customers to enhance their relationship quality.

For example, a company Patagonia is not just a company with high customer values but also acting as an environmental activist helped them to gain customer retention and good reviews for the brand. They believed in Recycling and reselling which is basically

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Table of Contents Consumer Behavior Exam Questions And Answers

1. Understanding the eBook Consumer Behavior Exam Questions And Answers
 - The Rise of Digital Reading Consumer Behavior Exam Questions And Answers
 - Advantages of eBooks Over Traditional Books
2. Identifying Consumer Behavior Exam Questions And Answers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Consumer Behavior Exam Questions And Answers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Consumer Behavior Exam Questions And Answers
 - Personalized Recommendations
 - Consumer Behavior Exam Questions And Answers User Reviews and Ratings
 - Consumer Behavior Exam Questions And Answers and Bestseller Lists
5. Accessing Consumer Behavior Exam Questions And Answers Free and Paid eBooks
 - Consumer Behavior Exam Questions And Answers Public Domain eBooks

- Consumer Behavior Exam Questions And Answers eBook Subscription Services
- Consumer Behavior Exam Questions And Answers Budget-Friendly Options
- 6. Navigating Consumer Behavior Exam Questions And Answers eBook Formats
 - ePub, PDF, MOBI, and More
 - Consumer Behavior Exam Questions And Answers Compatibility with Devices
 - Consumer Behavior Exam Questions And Answers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Consumer Behavior Exam Questions And Answers
 - Highlighting and Note-Taking Consumer Behavior Exam Questions And Answers
 - Interactive Elements Consumer Behavior Exam Questions And Answers
- 8. Staying Engaged with Consumer Behavior Exam Questions And Answers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Consumer Behavior Exam Questions And Answers
- 9. Balancing eBooks and Physical Books Consumer Behavior Exam Questions And Answers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Consumer Behavior Exam Questions And Answers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Consumer Behavior Exam Questions And Answers
 - Setting Reading Goals Consumer Behavior Exam Questions And Answers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Consumer Behavior Exam Questions And Answers
 - Fact-Checking eBook Content of Consumer Behavior Exam Questions And Answers
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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