

MindTap Quick Start Guide

Consumer Behaviour: Asia-Pacific Edition 1e

Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters, Eugene Chan, Gavin Northey



Cutting edge and relevant to the local context, this first Australia and New Zealand edition of Hoyer, Consumer Behaviour, covers the latest research from the academic field of consumer behaviour. The text explores new examples of consumer behaviour using case studies, advertisements and brands from Australia and the Asia-Pacific region.

3 Key Features

Activity	Where to find it – an example	What is it	Why it matters
Self-assessments	<ol style="list-style-type: none"> Part 1: An introduction to consumer behaviour Chapter 1: Understanding consumer behaviour CONSIDER Self-assessments: Chapter 1 Buying Impulsiveness Scale 	<p>Self-assessments Students can complete shortened versions of assessments and scales frequently used by consumer behaviour and marketing research professionals; accompanying multiple choice questions link the concepts to the relevant chapter material.</p>	Self-assessments help students analyse their own consumer behaviour to aid in understanding the concepts studied.
Video Quizzes	<ol style="list-style-type: none"> Part 3: The process of making decisions Chapter 7: Judgement and decision making APPLY Video activities: Chapter 7 Video Quiz: Ski Butternut Offers Thrills Not Spills 	<p>Video Quizzes Video Quizzes connect the text's concepts with current, real-world situations. The videos are viewable online and include accompanying assessment questions with immediate scoring and feedback.</p>	These activities incorporate all lesson concepts and apply them to a specific situation. These help students connect concepts and apply what they know.
Business Insights	<ol style="list-style-type: none"> Business Insights Click on hyperlink 	<p>Business Insights Business Insights: Essentials' intuitive user interface makes it easy for researchers to search and find in-depth information on businesses, industries and products.</p>	Ability to search across multiple data types from a single search box with targeted search options by category. This includes company information, articles, industry data, SWOT Reports, Thomson Reuters Company Financials and Investment Reports, Market Share Reports, and Industry Essays.

Hoyer, *Consumer Behaviour*, 1st Asia-Pacific Edition

MindTap Asset Description

Activity	Where is it?	What is it?	Seat time	Why it matters
Chapter (MindTap Reader)	Every Chapter, Learning Path	<p>This is the chapter content. All content found in the printed text also lives in the MindTap Reader.</p> <p>The MindTap Reader allows students the opportunity to make notes or highlights in-text (which are also captured within the linked StudyHub App), view notes or highlights from their instructor, and have content read aloud to them.</p> <p>There are also valuable study tools like highlighting, note taking, a dictionary, flashcards, ReadSpeaker and more.</p>	45–60 minutes	Serves as a foundation and reference of content for the course.
Revision Quizzes	Every Chapter, Learning Path	Quizzes assess understanding of the entire chapter. These feature a variety of question types, including multiple choice and true or false. They are automatically graded, include rejoinder feedback for correct and incorrect answers, and explain where to find more information in the text by calling out a specific section.	15 minutes	Quizzes assess basic comprehension of the reading material to make sure students understood the text and can recall the information.
Self-Assessments	Every Chapter, Learning Path	Students can complete shortened versions of assessments and scales frequently used by consumer behaviour and marketing research professionals;	10–15 minutes	Self-assessments help students analyse their own consumer behaviour to aid in understanding the concepts studied.

Activity	Where is it?	What is it?	Seat time	Why it matters
		<p>accompanying multiple choice questions link the concepts to the relevant chapter material. An interpretation feature allows for comparison among classmates, and an experiment one allows students to see how different responses would alter the end profile.</p>		
Video Quizzes and Exercises	Every Chapter, Learning Path	<p>Video Quizzes connect the text's concepts with current, real-world situations. The videos are viewable online and include accompanying assessment questions with immediate scoring and feedback.</p> <p>Video Exercises present students with applied examples of the concepts in the chapter so they can relate these concepts to an actual application.</p>	<p>5 minutes for Video Exercises</p> <p>15 minutes for Video Quizzes</p>	<p>These activities incorporate all lesson concepts and apply them to a specific situation. These help students connect concepts and apply what they know.</p>
Audio Summaries	Every Chapter, Learning Path	<p>Audio Summaries are a concise tool for students to revise their understanding of the key concepts from the chapter.</p> <p>Students can stream the chapter Audio Summaries direct from MindTap.</p>	<p>4–10 minutes. Varies by chapter.</p>	<p>Each Audio Summary covers all learning objectives from the chapter. Every learning objective is supplemented with a useful Australian or international real-world example to assist students to contextualise their learning.</p>
Research Activities	<p>Every Chapter, Learning Path</p> <p>Two website research links per chapter, and two video</p>	<p>Research Activities are short extension tasks designed to encourage students to take their learning further.</p> <p>Each activity provides a weblink or a link to an online video, and a short-answer research</p>	<p>20–30 minutes per chapter. Varies by student.</p>	<p>Research Activities provide students with an opportunity to extend their knowledge past the book, interact with interesting local websites and video resources, and put their learning into practice</p>

Activity	Where is it?	What is it?	Seat time	Why it matters
	research links per chapter.	question for students to undertake.		with the research questions provided.
Flashcards	Every Chapter, Learning Path	Flashcards are pre-populated with key terms to provide a jump start on course preparation and studying, and can be used on the go.	Varies by student	Students appreciate flashcards for studying that doesn't count towards their grades.
Business Insights	End of Learning Path	<i>Business Insights: Essentials'</i> intuitive user interface makes it easy for researchers to search and find in-depth information on businesses, industries and products.	Varies by assignment	Features and benefits include: Ability to search across multiple data types from a single search box with targeted search options by category. This includes company information, articles, industry data, SWOT Reports, Thomson Reuters Company Financials and Investment Reports, Market Share Reports, and Industry Essays.
Trending in Consumer Behaviour	End of Learning Path	These are lesson-specific articles that are written by marketing instructors. These will flow in to the learning path throughout the semester.	Varies by assignment	Current events help students relate to concepts and see them applied in the real world The RSS feeds saves instructors time from seeking articles that apply to specific concepts.

MindTap Table of Contents

Hoyer, Consumer Behaviour, 1st Asia-Pacific Edition

Chapter/Topic	Assignments
Chapter 1: Understanding consumer behaviour	<i>Self Assessments:</i> Buying Impulsiveness Scale, Jung Personality Type <i>Video Activities:</i> Consumers' Need for Accurate Information, Segmentation at Lake, Snell, Perry & Mermin Associates <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 2: Motivation, ability and opportunity	<i>Self Assessments:</i> Need for Cognition Scale, Self-Concept Clarity <i>Video Activities:</i> Activision, How to Stop Procrastinating & Start Doing <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 3: From exposure to comprehension	<i>Self Assessments:</i> Price Perception Scale, Style of Processing Scale, Spatial Reasoning Test <i>Video Activities:</i> Culver's Restaurants, TV and Cognitive Aging <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 4: Memory and knowledge	<i>Self Assessments:</i> Behaviour Identification Form, Meaning of Branded Products, Learning Style Inventory <i>Video Activities:</i> Hal's Harley Davidson Store, Baby's First Tweet <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 5: Attitudes and persuasion	<i>Self Assessments:</i> Elaboration on Potential Outcomes, Skepticism Toward Advertising, Hedonic and Utilitarian Shopping Values, Preference for Consistency <i>Video Activities:</i> Lextant, Beware the Fine Print, Tempted to Buy <i>Revision Quiz</i>

Chapter/Topic	Assignments
	<i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 6: Problem recognition and information search	<i>Self Assessment: Propensity to Plan Scale</i> <i>Video Activities: Manifest Digital – User Centered Design, Shopping Apps and Black Friday</i> <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 7: Judgement and decision making	<i>Self Assessments: Purchase Decision Involvement Scale, Change Seeking Index, Shopping Styles Inventory, Brand Experience Scale</i> <i>Video Activities: Ski Butternut Offers Thrills-Not Spills, Your Own Online Personal Shoppers, The Second City, Busy Lifestyles and Brain Function</i> <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 8: Post-decision processes	<i>Self Assessments: Service Quality Scale, Consumer Coping Scale, Regret Experience Measure</i> <i>Video Activities: Boyne Resorts, Thrift Store Shame, Then Pride</i> <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 9: Social influences on consumer behaviour	<i>Self Assessments: Market Maven Scale, Susceptibility to Interpersonal Influence</i> <i>Video Activities: The Advertising Council Historical Reel, Social Media and Mental Health</i> <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 10: Consumer diversity	<i>Self Assessments: Consumer Attitudes toward Marketplace Globalization Scale, Ethnocentrism – Consumer Ethnocentrism</i>

Chapter/Topic	Assignments
	<i>Video Activities:</i> Cold Stone Creamery, What are Bathroom Rights? <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 11: External and internal influences on consumer behaviour	<i>Self Assessments:</i> Role Overload Scale, Intergenerational Communication and Influence on Consumption, Material Values Scale, Moral Identity <i>Video Activities:</i> Washburn Guitars – Signature Model Quality, Parental Perception of Childhood Obesity, Peet's Coffee & Tea – Building a Community, If You're Considering Plastic Surgery <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 12: Innovations: adoption, resistance and diffusion	<i>Self Assessments:</i> Consumer Innovativeness Scale, Uniqueness – Desire for Unique Consumer Products <i>Video Activities:</i> High Sierra Sport Company, Big Data Hits Real Life <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 13: Symbolic consumer behaviour	<i>Self Assessments:</i> Brand Attachment Scale, Nostalgia Scale, Reference Group Influence <i>Video Activities:</i> Toledo Mud Hens, Laundry Detergent Injuries <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>
Chapter 14: Marketing, ethics and social responsibility in today's consumer society	<i>Self Assessment:</i> GREEN Consumer Values Scale <i>Video Activities:</i> Ford, Alcohol-Branded Merchandise and Underage Drinking <i>Revision Quiz</i> <i>Audio Summary</i> <i>Research Activities</i> <i>Flashcards</i>