

**SIDE 1/2** FOUNDATIONS & THE INNER CONSUMER · MAO · the 6-step decision process · involvement · perception (EAPC · JND · senses) · learning · memory · motivation

**100% COURSEWORK · NO EXAM**

Compiled by AskSia · mapped to the MKTG6007 syllabus · asksia.ai/cheatsheet/usyd-mktg6007

### 0 · How to Use This

★ This unit is graded **entirely by coursework** — no exam: **LookBook 18%** (1.5% post + 1.5% reply + 15% document), **out-of-class quiz 5%**, **group written 25%**, **group oral 20%**, individual **CCBC 30%** (+ 2% research component).

The marked skill is connecting *CB theory to real consumers, brands & your own behaviour*. So this is a **theory + application bank**: the inner consumer (Side 1), then attitudes, decisions, social influence & how to apply it all (Side 2).

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**SIA** → *Every task is one mote: spot a real consumer artefact, name the exact CB concept, explain the mechanism. Describing the ad loses marks; analysing why it works on the consumer wins them.*

### 0b · Assessment Blueprint

TASK	%	TYPE
LookBook (post+reply+doc)	18	indiv
Out-of-class quiz	5	indiv
Group written assignment	25	group
Group oral presentation	20	group
CCBC (behaviour change)	30	indiv
Business research component	2	indiv

The two big movers are the **group report+oral (45% combined)** and the **CCBC (30%)**. Do the LookBook little-and-often, never in one Week-12 cram.

### 1 · What CB Is

*Consumer behaviour* = the totality of decisions about the consumption of an offering by decision-making units over time. Unpack each clause:

- **Totality of decisions** — not just *whether* to buy, but what / why / how / when / where / how much / how often
- **Consumption** = **acquisition + usage + disposition** — buying is only the start
- **Offering** = products, services, activities, experiences, people, ideas
- **Decision-making units** — roles: gatherer · **influencer** · **decider** · **purchaser** · **user** (kids' cereal); herd behaviour
- **Over time** — a point (milk) to years (a phone contract)

Hook: an adult makes ~35,000 mostly semi-conscious choices a day — most are *low-effort*, which is exactly why the inner-consumer machinery on this side matters.

### 1b · How to Read the Unit

The whole unit is built on **one continuum — high vs low effort**, applied in turn to attention, attitudes & decisions. For any concept, ask the marker's question: **so what for the consumer, and what should a marketer do about it?**

### 2 · The MAO Framework

**Motivation · Ability · Opportunity** — the unit's spine; it returns in perception, attitudes & decisions.

- **Motivation** — drive to act; set by *personal relevance + perceived risk*; serves utilitarian & value-expressive needs
- **Ability** — the consumer's *resources*: financial, cognitive, emotional, physical, social/cultural, education/age
- **Opportunity** — external enablers: time, information availability, access to the offering

Behaviour needs **all three**: high M + high A still fails if opportunity is low. **High MAO ≈ high-effort processing**; **low MAO ≈ low-effort**. This split structures the whole unit.

### 3 · Decision Process

The full **high-effort** path (low-effort = a streamlined version):

1. **Problem / need recognition**
2. **Information search** (internal → external)
3. **Evaluation of alternatives**
4. **Purchase decision** (forms an intention)
5. **Purchase** (intent → act; situation can override)
6. **Post-purchase evaluation**

The journey is cyclical — acquisition → usage → disposition → re-acquisition — with a post-purchase learning loop feeding back into memory.

### 3b · High vs Low Effort

	HIGH-EFFORT	LOW-EFFORT
MAO/involve	high	low
Steps	all 6, reflective	streamlined
Search	external + internal	internal/habit
Attributes	many, weighted	1-2
Rules	decision rules	heuristics/impulse

A supermarket trip ≈ -60 low-effort decisions in 30 min; impulse buys can jump **problem-recognition → purchase** directly.

### 4 · Motivation & Needs

A *need* = tension from a gap between an **actual/current state** and a **desired/ideal state**.

*Maslow's hierarchy* · physiological → safety → belonging → esteem → **self-actualisation**; lower tiers prioritised first; marketers pitch at the targeted need level.

*Means-end chain* · links a product's *attributes* → *consequences/benefits* → *terminal values* — the ladder from "what it is" up to "why I care."

Motivation also varies by *perceived risk* (financial, social, performance) — higher risk pushes the consumer toward high-effort processing.

### 5 · Perception · EAPC

Perception is a **chain: Exposure → Attention → Perception → Comprehension**. Break any link & the message fails.

*Exposure* = physical contact with a stimulus (ads, packs, prices, WOM). Shaped by field of vision (self placement); marketers manage position/placement.

**Selective exposure** — the consumer "holds the remote": *zipping* (skip recorded ads), *zapping* (switch live ads).

*Attention* = allocating mental activity; it is **limited, selective & divided** (multitasking splits it).

*Habituation* = a learned falling response after repeated exposure → "ad wear-out"; refresh stimuli to fight it.

*Perception (sensing)* = stimuli registered by the five senses → **sensory marketing** (sight/sound/taste/smell/touch).

*Comprehension* = interpreting/giving meaning vs prior knowledge. **Miscomprehension** rises when any MAO factor is low, the ad is ambiguous or assumes too much prior knowledge; cut it with simple language, clear visuals, audience-matched messages & repetition.

### 5b · Thresholds & JND

*Absolute threshold* · the minimum intensity to detect "something vs nothing."

*JND / differential threshold* · the smallest detectable change between two stimuli.

**WEBER'S LAW**  
JND = k × original stimulus intensity  
(k = a constant ratio; Ernst Weber, 1830s)

So a **stronger starting stimulus needs a bigger change** to be noticed (\$5 on \$10 felt vs \$5 on \$100 not).

- Marketing use:
- **Hide negatives below the JND** — shrinkflation that goes unnoticed
  - **Push positives above it** — a bigger bar, a clearer upgrade
  - **Logo redesign** — change must be noticeable yet keep brand recognisable
  - **Upsizes / price rises** — make a +10% bonus pack obvious; keep a price creep just under the JND

*Perceptual organisation* · we integrate stimuli into the simplest, most meaningful whole, not isolated bits — an illusion or hidden-image picture only "snaps" once organised.

The five threshold/sense ideas all serve one exam point: **marketers engineer what consumers can & can't notice** — what to amplify, what to slip under the radar.

### 6 · Learning

*Classical conditioning* · pair a neutral stimulus with an **unconditioned stimulus (US)** that triggers an **unconditioned response (UR)**; repetition makes the neutral cue a **conditioned stimulus (CS)** producing a **conditioned response (CR)** (Pavlov; Watson's "Little Albert"). Brands pair with liked stimuli.

*Evaluative conditioning* · a subtype changing only *liking* (affect) of the CS, not a physiological response (graphic cigarette warnings = negative).

*Operant / instrumental* · B.F. Skinner — future choices shaped by past outcomes. **Reinforcement** (reward → repeat) vs **punishment** (negative → avoid); no reinforcement → little learning. Uses: free sampling/trial, sales promotions, loyalty programs, reward/avoidance ads.

*Cognitive / observational* · incidental learning, *emotional contagion*, modelling others using an offering, and post-purchase learning by hypothesis-testing.

**CLASSICAL CONDITIONING SHAPE**  
US → UR (food → salivation)  
neutral cue + US, repeated → CS  
CS → CR (the cue alone now triggers it)

**Marketing reads**: reinforcement = free in-store sampling, loyalty stamps, reward ads; punishment = "what happens if you skip it" avoidance ads. No reward at all → the behaviour fades.

### 7 · Memory I

*Memory* = persistence of learning via storage & retrieval. Three stages: **Encoding → Storing → Retrieval**.

**Encoding (input)** · perceiving & processing; modes are visual, acoustic, semantic.

- Stores**:
- **Sensory memory** — brief sense trace (<1 s)
  - **Working (short-term)** — temporary, limited capacity
  - **Long-term** — permanent, no limit; *episodic/autobiographical* (nostalgia) + *semantic* (knowledge)

*Schema / brand image* · salient associations link into a schema; a brand image = what a brand stands for + how favourably it's viewed. A strong schema means a single cue (a colour, a sound) pulls up the whole network.

### 7b · Why It Forgets

Encoding & storage aren't enough — most marketing is lost at *retrieval*. The next column covers the three reasons we forget & the four levers that fight them. Exam framing: a brand can have huge *exposure* yet weak recall if it has no distinctive **retrieval cue** tying the memory back to a buying moment.

### 7b · Memory II · Enhancing

Techniques marketers use to lodge a message:

- **Chunking** — compress into fewer salient nuggets; acronyms/mnemonics (BMW, IKEA)
- **Rehearsal** — repetition via jingles/slogans
- **Recirculation** — repeated exposure to the same info; long-running slogans
- **Elaboration** — thinking *deeply*; transfers to LTM far better than rote rehearsal

**EFFECTIVE FREQUENCY**  
Thomas Smith (1885): ~20 exposures before purchase

"more frequency = more effective"

### 7c · Memory III · Retrieval

**Retrieval (output)** = accessing stored info. **Why we forget**:

- **Decay** · fading over time
- **Interference** · competing memories
- **Serial-position effect** · first + last items best recalled — lead & close with key info

**Retrieval errors**: we *choose, confuse & distort* memories (false memories).

**Boost retrieval — four levers**:

- **Salient stimulus** — be the category *prototype* (pioneer/leader brands); co-brand only where the fit makes sense
- **Retrieval cues** — name, logo, packaging, typeface, a distinctive shape (a contour bottle)
- **Processing** — dual-coding (visual + verbal beats text-only)
- **The consumer** — good *mood* & higher *expertise* both lift recall

### 8 · 6 Attitude Traits

An *attitude* = an overall **evaluation** (like/dislike) of an object/issue/action; *learned*, guides behaviour. Six traits taught explicitly:

**Favourability · Accessibility · Confidence · Persistence · Resistance · Ambivalence**.

These predict whether an attitude will actually drive behaviour (see Side 2, ELM & TORA/TOPB) — an *accessible, confident, specific* attitude predicts best.

**Ambivalence** (holding both like & dislike) makes an attitude shaky & easy to flip — a target for persuasion.

### 8b · Side 1 → Side 2

Everything so far is *how stimuli reach & lodge* in the consumer. Side 2 takes the next step: how stored beliefs & feelings become an **attitude**, how it (or a shortcut) drives a **decision**, and how **other people** shape both — with the **high/low-effort lens** still running.

### 9 · Concept Quick-Map

For the quiz & the LookBook, the win is naming the artefact with the *exact* term — fast recognition, not recall:

YOU SEE...	CONCEPT
shelf placement	exposure / field of vision
"50% OFF" feels normal	habituation
quiet shrink of a bar	JND / Weber's Law
jingle stuck in head	rehearsal / recirculation
loyalty stamp card	operant reinforcement
brand + liked celeb	classical/evaluative cond.
white earbuds = the cat.	prototype retrieval cue

### 10 · Named Theorists I

**MASLOW** *hierarchy*  
5 tiers of needs, lower-order prioritised first.

**HOYER, MACINNIS & PIETERS** 2023  
The set text; MAO, the CB definition & decision process.

**ERNST WEBER** 1830s  
Weber's Law — the JND is a constant ratio of the stimulus.

**WATSON** 1919-20  
"Little Albert" — humans can be classically conditioned.

**B. F. SKINNER** 1930s  
Operant conditioning — reinforcement vs punishment.

**THOMAS SMITH** 1885  
Effective frequency / recirculation — ~20 exposures.

**MCCLURE & MONTAGUE**  
Coke vs Pepsi — brand image, not taste, drives preference.

**STRACK ET AL. · FÖRSTER** 1988 / 2004  
Body feedback — posture & expression nudge evaluation.

### 11 · Apply Side 1

**LookBook** — most easy entries live here: snap a real package, ad, shelf or shopfront and tag it MAO / EAPC / JND / a conditioning type / a memory technique. **One artefact = one named concept = one why-it-works line**.

**CCBC** — frame your habit as an *actual-vs-ideal-state gap* (Maslow/need), and use **operant reinforcement** (reward streaks) + **cue management** (remove exposure triggers, fight habituation with fresh cues) to drive the change.

**Group report** — the perception/learning/memory chapters explain *why a campaign lands or fails*; pick one lens (an EAPC break, weak retrieval cues, no reinforcement) and build the diagnosis around it rather than touring every chapter.

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**SIA** → *Quiz is 30 MCQ/TF in 25 min, open-book – but speed matters. Memorise the labels (EAPC, JND, the 6 steps) so recognition is instant; don't read the textbook mid-quiz.*

**SIDE 2/2** ATTITUDES, DECISIONS & SOCIETY · ABC & the 2x2 · ELM · TORA/TOPB · decision rules · biases · post-purchase & NPS · subculture · class · groups · apply to CCBC/report/LookBook

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**12 · Attitudes · ABC** M4-5 · CH 5-6

ABC / *tricomponent model* · an attitude has three parts — **Affective** (feelings), **Behavioural/conative** (intentions, actions), **Cognitive** (beliefs).

MKTG6007 crosses the **cognitive vs affective** basis with **high vs low effort** → a 2x2 the unit leans on **heavily**:

	COGNITIVE	AFFECTIVE
<b>High effort</b>	counter/ support args; source & message credibility; comparative ads	match-up hypothesis; emotional appeals & contagion
<b>Low effort</b>	heuristics; simple beliefs; illusory truth	mere exposure; mood; conditioning

**12b · The Four Cells** LEVERS PER CELL

**Cognitive · high** — consumers generate *counterarguments, support arguments or source derogation*. Levers: credible source (trust + expertise), strong message, two-sided messages, comparative ads (indirect vs direct).

**Affective · high** — feelings drive evaluation when emotions fit the offering or others are seen feeling strongly. Levers: *match-up hypothesis* (attractive and fitting source), emotional appeals (positive & negative), contagion.

**Cognitive · low** — simple inferences → simple associations → simple beliefs; *heuristics* ("pricier = better"); *frequency heuristic* (many reasons = good); *illusory-truth effect* (repetition → believed true, incl. fake news).

**Affective · low** — *mere-exposure effect* (familiarity → liking); mood (store music, lighting, colour, friendly staff); classical/evaluative conditioning; body-feedback & snap judgements. Here the source need only be *likeable* — no match-up required.

**13 · The ELM** M4-5 · FLAGSHIP

*Elaboration Likelihood Model* (Petty & Cacioppo, 1986) — two routes by MAO:

- **Central route** — high-MAO, high-effort processing of the message's true merits → **strong, accessible, confident, change-resistant** attitudes
- **Peripheral route** — low-MAO, low-effort processing of cues (source, visuals, body feedback) → **weaker, easily changed** attitudes, sometimes unconscious

Application: design a high-MAO ad via the central route, then reconfigure the same ad for low-MAO audiences via the peripheral route.

**Why it matters:** central-route attitudes resist competitor attacks & predict behaviour; peripheral ones win quick liking but erode — so the route you choose depends on the consumer's MAO, not the brand's wish. The ELM is the unit's master frame: it ties MAO, the 2x2 & persuasion design into one model.

**14 · Attitude → Behaviour** TORA / TOPB

Attitudes don't always become actions. Two models bridge the gap:

**TORA** (Theory of Reasoned Action) · behaviour follows **intention**, driven by the *attitude toward the behaviour* + the *subjective norm* (what important others think).

**TOPB** (Theory of Planned Behaviour) · adds **perceived behavioural control** — can I actually do it? Better for behaviours that aren't fully under your control (the CCBC's core model).

Attitudes predict behaviour best when they are **accessible (top-of-mind), confident & specific** to the behaviour, with high elaboration/involvement, knowledge & supportive norms.

**15 · Heuristics & Biases** LOW-EFFORT SHORTCUTS

Quick mental rules that replace effortful processing:

- **Mere-exposure effect** — more familiarity → more liking (logos on race tracks)
- **Illusory-truth effect** — repetition → felt familiarity → "must be true" (incl. fake news)
- **Price-quality** — "if it's pricier, it's better"
- **Frequency heuristic** — many reasons listed = must be good
- **Well-known = good** — brand familiarity stands in for quality
- **Simple inferences** — packaging/colour cues → a snap belief about the product

Unconscious cues: *thin-slice/snap judgements; body feedback* (a pen held in the teeth, a nod vs head-shake nudges evaluation). These are **peripheral-route** mechanisms — fast, cue-driven, low-MAO.

**16 · Step 1-2 · Recognise & Search** M7 · CH 7-8

**Problem recognition** = a perceived **actual-vs-ideal-state gap** big enough to act. Two triggers: raise the *ideal* (opportunity recognition — a new "must-have") or lower the *actual* (need recognition — "you're not as safe as you think").

**Information search** · internal (memory first) then external (only if internal is insufficient — a high-effort move). Internal biases: *inhibition* (can't recall all attributes), *mood* (recall matches mood), *confirmation bias* (recall fits existing beliefs). Five external sources: retailer · media/social · interpersonal (reviews/WOM) · independent ("objective") · experiential (trial/test-drive).

Marketers manage search by being the *easy internal answer* (a top-of-mind brand) & by seeding favourable external cues (reviews, trials, influencer content) before the consumer even searches.

**17 · Step 3-4 · Judge & Decide** M7 HIGH-EFFORT

**Judgements** = estimates of whether/how well an offering performs (inputs to a decision): likelihood; goodness/badness via *anchoring & adjustment* ("was \$99 now \$49"); *mental accounting* ("I deserve it"; budget pots).

**Judgement biases:** confirmation · *negativity bias* (negatives weighted more) · *self-positivity bias* ("bad things happen to others") · mood · prior brand evaluations · mental-maths difficulty (simple discounts over-weighted).

**Feeling-based purchase:** "it feels right" via appraisals, *affective forecasting* (predicting future feelings; *durability bias* — we over-estimate how long feelings last) & imagery.

**18 · Decision Rules** FLAGSHIP CONTRAST

RULE	LOGIC
<b>Compensatory</b>	weight + sum all attributes; a strong one <b>offsets</b> a weak one; pick highest total
<b>Conjunctive</b>	meet a minimum on <b>ALL</b> key attributes
<b>Disjunctive</b>	meet a minimum on <b>ANY</b> key attribute
<b>Lexicographic</b>	best on the single <b>most important</b> attribute
<b>Elim-by-aspects</b>	rank attributes; progressively <b>eliminate</b> options that fail each cutoff

The last four are **non-compensatory** — a strength *cannot* offset a weakness (cutoffs rule). Marketers may try to **shift attribute importance** (make safety matter more than price).

**18b · Low-Effort Decisions** M8 · CH 9

Streamlined: internal search only, habit/simple **choice tactics**, 1-2 attributes, impulse buys, minimal post-purchase. Tactics seen in the wild:

- **Variety-seeking / novelty** — limited editions drive trial
- **Affect-based** — nostalgia, humour
- **Normative / social proof** — viral trends, "everyone's doing it"
- **Brand familiarity / co-branding** — safe, recognised picks

Each choice is then reinforced or punished → repeat or reject.

**18c · Rules · Worked** THE SHAPE

- Buying a phone** on battery, camera, price:
- **Conjunctive** — reject any phone failing a minimum on *all three*
  - **Lexicographic** — care most about camera? Pick the best camera, ignore the rest
  - **Compensatory** — a top camera *offsets* a mediocre battery; highest weighted total wins

Same options, different rule, different winner.

**19 · Step 5-6 · Post-Purchase** M8 · CH 9-10

**Post-decision dissonance** · anxiety about whether the right choice was made (especially high-effort buys); reduced by extra search / seeking confirming reviews (= post-hoc confirmation bias).

**Post-decision regret** · believe the wrong choice was made. **Regret of action** (did, wish hadn't) → more *short-term* regret; **regret of inaction** (didn't, wish had) → more *long-term* regret; biggest life regret = not reaching the *ideal self* (= "buyer's remorse").

Post-purchase evaluation applies to **both high- and low-effort buys** — it's where loyalty, repeat purchase & WOM are made or lost.

**Marketer fixes:** testimonials, free trial, post-purchase contact, warranties/repairs, money-back guarantees, future-purchase discounts, reassurance ("you made a great choice").

**19b · Satisfaction & NPS** MEASURE IT

**DISCONFIRMATION PARADIGM**  
perform > expected → positive disconfirm → delight  
perform < expected → negative disconfirm → dissatisfied  
perform = expected → confirmation → merely satisfied

**Feelings-based satisfaction** = straight from the felt experience, no comparison.

**NET PROMOTER SCORE · REICHHELD 2003**  
Detractors 0-6 · Passives 7-8 · Promoters 9-10  
NPS = %Promoters - %Detractors

**NPS = loyalty/long-term; CSAT = satisfaction/short-term.** One simple, benchmarkable question — but watch segment weighting (heavy vs light users score differently).

**19c · Complainer Types** WHAT THE UNHAPPY DO

- **Passives** — won't complain or switch
- **Voicers** — complain to the firm (**best** — a chance to fix)
- **Irates** — vent via social media / negative WOM
- **Activists** — escalate to agencies/legal (**worst**)

**Post-purchase learning** (hypothesis-testing): prior beliefs → hypothesis → exposure to evidence (use) → revised beliefs. Belief change is larger when the consumer is *less experienced, more motivated* to learn & the information is *clear & unambiguous*.

**Top-dog vs underdog:** dominant brands use *reminder advertising* (keep beliefs unchanged); challengers try to *revise* beliefs ("we try harder").

**20 · Socio-Cultural** M9, M11-12

**Subculture** · an identifiable cultural segment sharing values → similar consumption. Key bases: **age, gender, ethnicity, religion, social class, location**; a consumer sits in several at once, and context decides which dominates. Age → *generational marketing*; gender → biological sex (ascribed) vs gender (achieved, socialised) → gendered marketing & the *pink tax*.

**Social class** · a psychographic base; key indicators are **occupation** (the main Western one), income, education, residence. **Social mobility:** upward / downward (triggers *compensatory consumption* to restore status) / class fragmentation. Market up (status/exclusivity), *middle* (aspiration), *lower* (value, framed carefully).

**20b · Reference Groups** M9 · CH 11

Two influence types:

- **Normative influence** — social pressure to **conform, comply, obey**; stronger with strong ties, similarity, larger/expert groups, reward & sanction power; real or *imagined* presence
- **Informational influence** (Deutsch & Gerard, 1955) — conform because the group "knows more / is right"

Persuasion tactics: *foot-in-the-door* (small request first), flattery. Resistance = *psychological reactance* (pushing back against pressure).

**WOM** · runs through search, post-purchase (manage negative WOM; promoters fuel growth) & low-effort social proof; **opinion leaders/influencers** = external sources a firm can influence but not control. Negative WOM is amplified in the social-media era — a single bad experience can scale fast.

**20c · Family & Self** M12-13 · CH 13-14

**Household decision roles** — influencer/decider/purchaser/user within a *family life cycle* (e.g. the child-cereal example).

**Psychographics:** **VALS** (Values-and-Lifestyles segments) & *lifestyles = AIO* (activities, interests, opinions); plus personality theories. The **self/ideal self** recurs in regret, disposition (meaningful objects) & compensatory consumption.

**Disposition** · the last stage of consumption — gift, donate, sell, recycle/repurpose, throw away or store; guided by financial/sentimental value & life transitions, and a growing sustainability angle (in-store recycling, recycled packaging) that closes the acquisition ↔ disposition loop.

**Stereotypes & ethics:** gendered marketing can entrench stereotypes; the dark side of CB (shrinkflation under the JND, illusory-truth, predatory targeting) is a ready critical angle for the report.

**21 · Apply · CCBC** 30% · INDIVIDUAL

A self-experiment: change one personal behaviour (spend less, eat healthier, cut social media/sugar), then interpret the journey through CB theory in a mock blog post.

**CCBC THEORY SPINE**

- 1 frame the gap — actual vs **ideal self** (need)
- 2 model intention — TOPB (attitude + norm + control)
- 3 drive change — **operant reinforcement** + cue mgmt
- 4 reflect — **dissonance/regret, satisfaction**

**Tag every reflection with a named concept** — that's what earns the analysis marks, not the diary itself.

**22 · Apply · Group Tasks** 25% + 20%

**Written (25%):** apply CB theory to a real consumer problem facing a business/government & design a solution. Structure: **diagnose the consumer problem → explain it with theory → propose & justify a fix.**

**Oral (20%):** linked to the report — communicate the problem, its CB explanation & the solution to an external audience. Don't read slides; show you *understand* the mechanism.

Pick a problem where **one CB lens** (e.g. low-effort decisions, or the disconfirmation gap) clearly explains the behaviour — depth beats a tour of every chapter.

**23 · Apply · LookBook + Quiz** 18% + 5%

**LookBook** — a semester scrapbook of real stimuli mapped to concepts; the early *post (Wk4)* + *reply (Wk5)* are easy marks, the 15% document is the build. One strong analysed entry beats five thin captions.  
**Quiz** — 30 MCQ/TF, 25 min, open-book, one slot.  
**Recognition speed wins** — know the labels cold (MAO, EAPC, JND, the 6 steps, the decision rules, ELM routes), don't read mid-quiz.

**24 · Named Theorists II** CITE-READY

**PETTY & CACIOPPO 1986**  
ELM — central vs peripheral routes to persuasion.

**FISHBEIN / AJZEN**  
TORA & TOPB — the attitude-behaviour link.

**DEUTSCH & GERARD 1955**  
Normative vs informational social influence.

**REICHHELD HBR 2003**  
The Net Promoter Score — "the one number."

**GLOVICH & MEDVEC 1994**  
Regret of action (short-term) vs inaction (long-term).

**SIA** → *Across every task the move is the same: name the concept, explain the mechanism, evidence it with a real consumer/brand. Mechanism > description is the marking line.*