

CHAPTER 6

Why People Buy: Consumer Behaviour

Multiple Choice

1. The process involved when individuals or groups select, purchase, use and dispose of goods, services, ideas, or experiences, to satisfy needs and desires is called _____.
a. buying process
b. consumer behaviour
c. end user behaviour
d. marketing process
e. marketing cycle

Answer: b Page: 146 Difficulty: 1 Type: REC

2. Which of the following is **not** one of the steps that consumers take in making a buying decision, as discussed in the text?
a. Pre-purchase dissonance reduction
b. Problem recognition
c. Information search
d. Evaluation of alternatives
e. All of the above are steps

Answer: a Page: 146 Difficulty: 2 Type: REC

3. When studying the buying process, the term _____ is used to describe the relative importance of perceived consequences of the purchase to a consumer.
a. involvement
b. habitual decision making
c. extended problem solving
d. perceived risk
e. limited problem solving

Answer: a Page: 147 Difficulty: 2 Type: REC

4. When studying the buying process, the term _____ is used to describe the belief that use of a product has potentially negative consequences, either financial, physical, or social.
a. low involvement
b. habitual decision making
c. extended problem solving
d. perceived risk
e. limited problem solving

Answer: d Page: 147 Difficulty: 1 Type: REC

Test Item File

5. Decisions made by consumers that can be characterized as being relatively low in effort and perceived risk, and where brand loyalty has a significant influence are known as _____.
a. high involvement
b. habitual decision making
c. extended problem solving
d. casual decision making
e. limited problem solving

Answer: b Page: 147 Difficulty: 2 Type: REC

6. When consumers make purchase decisions for most day-to-day items using simple rules of thumb and may not consider all alternatives, this is known as _____.
a. involvement
b. habitual decision making
c. extended problem solving
d. perceived risk
e. limited problem solving

Answer: e Page: 147 Difficulty: 2 Type: REC

7. The decision making process normally used by consumers for purchases that are more expensive and have potentially significant long-range impact is known as _____.
a. low involvement
b. habitual decision making
c. extended problem solving
d. perceived risk
e. limited problem solving

Answer: c Page: 147 Difficulty: 2 Type: REC

8. Which of the following is **not** one of the characteristics of a high involvement purchase decision?
a. High degree of perceived risk
b. Use of simple decision rule heuristics
c. Processing of large amounts of information
d. High degree of effort by the consumer
e. Longer time frame for making the decision

Answer: b Page: 147 Difficulty: 3 Type: APP

9. A consumer's level of involvement with a purchase decision is determined primarily by:
a. the product
b. the price
c. the severity of need
d. the seller
e. the consumer

Answer: e Page: 147 Difficulty: 3 Type: APP

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10. The extensive use of point-of-purchase displays and sales promotion techniques such as coupons and bonus offers are most often used by manufacturers when they know consumers use which type of decision process?
- High involvement
 - Habitual decision making
 - Extended problem solving
 - Low perceived risk
 - Limited problem solving

Answer: b Page: 147 Difficulty: 3 Type: APP

11. The process that occurs whenever the consumer sees a significant difference between his/her current state of affairs and some desired or ideal state is called _____.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: c Page: 148 Difficulty: 1 Type: REC

12. Scott is paying his monthly bills and he (unhappily) sees that his long-distance phone bill has exceeded fifty dollars for the third consecutive month. He is in the _____ step of the consumer decision making process.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: c Page: 148 Difficulty: 3 Type: APP

13. The stage of the purchase decision making process whereby a consumer has the most opportunity to reduce their feeling of perceived risk is called _____.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: a Page: 148 Difficulty: 3 Type: APP

Test Item File

14. Bill is looking for a replacement for his old microwave oven. He is reading *Consumer Reports* and talking to friends to see what they would recommend. Bill is in the _____ stage of the consumer decision making process.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: a Page: 148 Difficulty: 2 Type: APP

15. During this stage of the consumer decision making process data is gathered for each of the potential choices and the positives and negatives are weighed against criteria. This is the _____ stage.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: e Page: 148 Difficulty: 2 Type: REC

16. George is replacing the tires on his car. He knows the correct size of tire, and has identified three brands that are available in his price range and have comparable warranties. George is in the _____ stage of the consumer decision making process.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: e Page: 148 Difficulty: 2 Type: APP

17. _____ are the dimensions used by consumers to compare competing product alternatives.
- Evaluative criteria
 - Decision points
 - Satisfaction/dissatisfaction
 - Levels of involvement
 - Social influences

Answer: a Page: 148 Difficulty: 1 Type: REC

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18. Norman is comparing different brands against the characteristics he chose as being most important to him. Which stage of the consumer decision making process is Norman in?
- Information search
 - Post-purchase evaluation
 - Problem recognition
 - Product choice
 - Evaluation of alternatives

Answer: e Page: 148 Difficulty: 3 Type: APP

19. Scott has decided that the most important characteristics he is looking for in a new car are price, warranties, styling, and gas mileage, in that order. He has specified the _____.
- evaluative criteria
 - decision points
 - features
 - benefits
 - product characteristics

Answer: a Page: 148 Difficulty: 2 Type: APP

20. Deciding upon one product and acting on that choice is the _____ stage of the consumer decision making process.
- information search
 - post-purchase evaluation
 - problem recognition
 - product choice
 - evaluation of alternatives

Answer: d Page: 149 Difficulty: 2 Type: REC

21. A mental rule-of-thumb that leads to a speedy decision by simplifying the process is _____.
- a predetermined decision rule
 - a guideline
 - a decision criteria
 - a heuristic
 - a go/no go criteria

Answer: d Page: 149 Difficulty: 1 Type: REC

22. Tom checks the price tags on the three suits he is considering to replace a worn-out suit. He concludes that the higher the price, the better the quality. He is using _____.
- a predetermined decision rule
 - a guideline
 - a decision criteria
 - heuristics
 - a go/no go criteria

Answer: d Page: 149 Difficulty: 2 Type: APP

Test Item File

23. _____ is a pattern of repeat product purchases, accompanied by an underlying positive attitude toward the product, which is based on the belief that the product is superior to its competition.
- a. Product bias
 - b. Heuristics
 - c. Brand loyalty
 - d. Repeat business
 - e. Brand bias

Answer: c Page: 149 Difficulty: 2 Type: REC

24. Assuming that a product has certain characteristics if it comes from a certain country and a belief that one company's products are superior to its competition are two examples of _____.
- a. effective advertising
 - b. heuristics
 - c. product bias
 - d. consumer satisfaction
 - e. none of the above

Answer: b Page: 149 Difficulty: 2 Type: APP

25. The overall feelings or attitude a person has about a product after it has been purchased is _____.
- a. after-purchase feelings
 - b. heuristics
 - c. post-purchase regret
 - d. customer satisfaction/dissatisfaction
 - e. product satisfaction/dissatisfaction

Answer: d Page: 149 Difficulty: 1 Type: REC

26. Satisfaction with one's purchases is determined by how well a purchase meets or exceeds _____.
- a. its competition
 - b. warranties
 - c. guarantees
 - d. advertising
 - e. one's expectations

Answer: e Page: 150 Difficulty: 2 Type: REC

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27. Which of the following are used by consumers to create a performance standard?
- a. Information from marketing communications
 - b. Informal information from friends
 - c. Informal information from family
 - d. Customer's experience with the product category
 - e. All of the above

Answer: e Page: 150 Difficulty: 2 Type: REC

28. Which of the following is **not** one of the influences on the consumer decision making process?
- a. Performance standards
 - b. Internal influences
 - c. Situational influences
 - d. Social influences
 - e. Lifestyle

Answer: a Page: 150 Difficulty: 3 Type: REC

29. _____ is the process by which people select, organize, and interpret information from the outside world.
- a. Perception
 - b. Sensing
 - c. Interpretation
 - d. Exposure
 - e. Motivation

Answer: a Page: 151 Difficulty: 1 Type: REC

30. Which of the following is **not** one of the parts of the perception process, as described in the text?
- a. Perceptual selection
 - b. Social influences
 - c. Interpretation
 - d. Exposure
 - e. All of the above

Answer: b Page: 151 Difficulty: 2 Type: REC

31. In the perception process, _____ is the concept that the stimulus must be within range of people's sensory receptors to be noticed.
- a. perceptual selection
 - b. sensing
 - c. interpretation
 - d. exposure
 - e. motivation

Answer: d Page: 151 Difficulty: 1 Type: REC

Test Item File

32. In the perception process, _____ is the concept that consumers choose to pay attention to some stimuli but not to others.
- perceptual selection
 - sensing
 - interpretation
 - exposure
 - motivation

Answer: a Page: 152 Difficulty: 1 Type: REC

33. In the perception process, _____ is the concept that meaning is assigned to the stimulus.
- perceptual selection
 - sensing
 - interpretation
 - exposure
 - motivation

Answer: c Page: 152 Difficulty: 1 Type: REC

34. The sign on the front of Bob's store uses a very ornate font and is too small to be easily read from the street. Bob has ignored the concept of _____.
- perceptual selection
 - sensing
 - interpretation
 - exposure
 - motivation

Answer: d Page: 151 Difficulty: 2 Type: APP

35. During a recent family vacation, Fred was driving when his kids saw some golden arches far in the distance, too far to read the name. Immediately the kids stated that they were hungry and they wanted to stop at the far away McDonald's. Recognition of the golden arches is an example of _____.
- perceptual selection
 - sensing
 - interpretation
 - exposure
 - motivation

Answer: c Page: 152 Difficulty: 3 Type: APP

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36. Getting into her car, Wanda noticed that one of her tires was badly worn and in need of replacement. That evening while reading the newspaper she noticed all the tire ads, the very same ads she had quickly passed over the day before. This is an example of _____.
a. perceptual selection
b. sensing
c. interpretation
d. exposure
e. motivation.

Answer: a Page: 152 Difficulty: 2 Type: APP

37. _____ is an internal state that drives us to satisfy needs by activating goal-oriented behaviour.
a. Perceptual selection
b. Sensing
c. Interpretation
d. Exposure
e. Motivation

Answer: e Page: 152 Difficulty: 1 Type: REC

38. An approach that categorizes motives according to five levels of importance, the more basic needs being on the bottom and the higher needs at the top is called the _____.
a. need pyramid
b. hierarchy of needs
c. motivational pyramid
d. hierarchy of motives
e. need-motive pyramid

Answer: b Page: 152 Difficulty: 2 Type: REC

39. An approach that categorizes motives according to five levels of importance, the more basic needs being on the bottom and the higher needs at the top was developed by _____.
a. Douglas McGregor
b. Fredrick Herzberg
c. Abraham Maslow
d. Sigmond Freud
e. Chris Argyris

Answer: c Page: 152 Difficulty: 2 Type: REC

Test Item File

40. As defined in the text, a relatively permanent change in behaviour caused by acquired information or experience is known as _____.
a. learning
b. classical conditioning
c. reinforcement
d. operant conditioning
e. cognitive learning

Answer: a Page: 153 Difficulty: 1 Type: REC

41. _____ theories focus on how consumer behaviour is changed by external events or stimuli.
a. Behavioural learning
b. Classical conditioning
c. Reinforcement
d. Operant conditioning
e. Cognitive learning

Answer: a Page: 153 Difficulty: 1 Type: REC

42. If you see a breath-taking beautiful scene and then transfer those feelings to the product that is being advertised with that scene, you have experienced _____.
a. behavioural learning
b. classical conditioning
c. reinforcement
d. operant conditioning
e. cognitive learning

Answer: b Page: 153 Difficulty: 2 Type: APP

43. _____ is the learning that occurs when a stimulus eliciting a response is paired with another stimulus that initially does not elicit a response on its own but will cause a similar response over time because of its association with the first stimulus.
a. Behavioural learning
b. Classical conditioning
c. Reinforcement
d. Operant conditioning
e. Cognitive learning

Answer: b Page: 153 Difficulty: 1 Type: REC

44. _____ is the learning that occurs as a result of rewards or punishments.
a. Behavioural learning
b. Classical conditioning
c. Reinforcement
d. Operant conditioning
e. Cognitive learning

Answer: d Page: 153 Difficulty: 1 Type: REC

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45. Using loyalty reward programs such as Air Miles™ as a way of encouraging repeat purchasing is based on which type of learning?
- a. behavioural learning
 - b. classical conditioning
 - c. reinforcement
 - d. operant conditioning
 - e. cognitive learning

Answer: d Page: 153 Difficulty: 3 Type: APP

46. Why are marketers keenly interested in learning theory?
- a. Consumers learn from the mistakes of others
 - b. Most learning occurs as a result of experience
 - c. Consumers must learn how to satisfy their basic needs
 - d. Motivation alone cannot explain all human behaviour
 - e. Learning is the key to understanding perception

Answer: c Page: 153 Difficulty: 3 Type: APP

47. When behaviour caused by a reaction to one stimulus occurs in the presence of other, similar stimuli this is called _____.
- a. behavioural learning
 - b. classical conditioning
 - c. stimulus generalization
 - d. operant conditioning
 - e. cognitive learning

Answer: c Page: 153 Difficulty: 1 Type: REC

48. When Dole, which is associated with fruit, introduced refrigerated juices and juice bars, and Sun Maid branched out from raisins to raisin bread, they were seeking to take advantage of a process called _____.
- a. behavioural learning
 - b. classical conditioning
 - c. stimulus generalization
 - d. operant conditioning
 - e. cognitive learning

Answer: c Page: 153 Difficulty: 2 Type: APP

Test Item File

49. Product line extensions from brands that are well known and have a positive image are likely to benefit from _____.
a. behavioural learning
b. classical conditioning
c. stimulus generalization
d. operant conditioning
e. cognitive learning

Answer: c Page: 153 Difficulty: 2 Type: REC

50. Billy got a neat prize at the bottom of a box of cereal. When he went grocery shopping with his mom the next time, he insisted on getting the same brand of cereal. The cereal maker has benefited from _____.
a. stimulus generalization
b. classical conditioning
c. reinforcement
d. cognitive learning
e. none of the above

Answer: c Page: 153 Difficulty: 2 Type: APP

51. Theories that stress the importance of internal mental processes and that view people as problem solvers who actively use information from the world around them to master their environment are known as _____.
a. behavioural learning theories
b. cognitive learning theories
c. motivation learning theories
d. heuristic learning theories
e. perceptual learning theories

Answer: b Page: 154 Difficulty: 1 Type: REC

52. The use of celebrity or expert endorsers in promotional messages is based on which type of learning theory?
a. Observational learning
b. Perceptual learning
c. Experiential learning
d. Transference learning
e. Behavioural learning

Answer: a Page: 154 Difficulty: 2 Type: APP

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53. Kevin is an avid fan of basketball star Michael Jordan. He has seen an ad for athletic shoes featuring his idol. Kevin has just bought a new pair of athletic shoes – the same brand that Michael endorsed. The athletic shoe manufacturer has benefited from _____.
- observational learning
 - perceptual learning
 - experiential learning
 - transference learning
 - behavioural learning

Answer: a Page: 154 Difficulty: 2 Type: APP

54. A(n) _____ is a learned predisposition to respond favourably or unfavourably to stimuli, based on relatively enduring evaluations of people, objects, and issues.
- Cognition
 - Behaviour
 - Personality
 - Attitude
 - Self-concept

Answer: d Page: 154 Difficulty: 1 Type: REC

55. Tom, on the advice of a friend, went to a new Chinese restaurant for dinner. Tom thought the food and service was excellent. A week later he went back to the same restaurant. The Chinese restaurant has benefited from Tom's _____.
- cognition
 - behaviour
 - personality
 - attitude
 - self-concept

Answer: d Page: 154 Difficulty: 3 Type: APP

56. Consumers form attitudes about persons, objects, or issues for which of the following reasons?
- To help them understand their world
 - To provide cues for behaviour
 - As part of their personality
 - To simplify decision making
 - To express their self-concept

Answer: d Page: 154 Difficulty: 3 Type: APP

Test Item File

57. Which of the following is **not** one of the components of a person's attitude?

- a. Cognition
- b. Behaviour
- c. Personality
- d. Affect
- e. Belief

Answer: c Page: 154 Difficulty: 2 Type: REC

58. The overall feeling that one has about a product is known as _____.

- a. cognition
- b. behaviour
- c. personality
- d. affect
- e. self-concept

Answer: d Page: 154 Difficulty: 2 Type: REC

59. David has gone to his dentist to correct a serious problem several times during the last month. While the work has resulted in pain and inconvenience, he believes his dentist does excellent dental work. Based on this information, we can say that David's _____ toward his dentist is very positive.

- a. cognition
- b. behaviour
- c. personality
- d. affect
- e. self-concept

Answer: a Page: 154 Difficulty: 2 Type: APP

60. When making habitual purchase decisions for low involvement items, a consumer uses primarily which of the following components of an attitude?

- a. Cognition
- b. Behaviour
- c. Personality
- d. Affect
- e. Self-concept

Answer: a Page: 154 Difficulty: 3 Type: APP

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61. Eric believes that Fords are better made, have more features, and are more reliable than competing brands. We can conclude that Eric's _____ toward Fords is very positive.
- a. cognition
 - b. behaviour
 - c. personality
 - d. affect
 - e. self-concept

Answer: a Page: 154 Difficulty: 2 Type: APP

62. Which of the following components of an attitude is most dominant when consumers make purchase decisions for products that are used to express aspects of their personality?
- a. Cognition
 - b. Behaviour
 - c. Personality
 - d. Affect
 - e. Self-concept

Answer: d Page: 154 Difficulty: 3 Type: APP

63. The psychological characteristic that consistently influences the way a person responds to situations in his/her environment is termed _____.
- a. cognition
 - b. behaviour
 - c. personality
 - d. affect
 - e. self-concept

Answer: c Page: 154 Difficulty: 2 Type: REC

64. Which of the following would **not** be considered a personality trait relevant to marketing?
- a. Behaviour
 - b. Innovativeness
 - c. Self-confidence
 - d. Sociability
 - e. All of the above

Answer: a Page: 155 Difficulty: 2 Type: REC

65. _____ is the degree to which a person likes to try new things.
- a. Behaviour
 - b. Innovativeness
 - c. Self-confidence
 - d. Sociability
 - e. Self-concept

Answer: b Page: 155 Difficulty: 1 Type: REC

Test Item File

66. _____ is the degree to which a person has a positive evaluation of his/her abilities, including the ability to make good product decisions.
- a. Behaviour
 - b. Innovativeness
 - c. Self-confidence
 - d. Sociability
 - e. Self-concept

Answer: c Page: 155 Difficulty: 2 Type: REC

67. The degree to which a person enjoys social interaction is termed _____.
- a. behaviour
 - b. innovativeness
 - c. self-confidence
 - d. sociability
 - e. self-concept

Answer: d Page: 155 Difficulty: 1 Type: REC

68. Cutting edge products such as radical new hairstyles and fashions are likely to appeal to a woman who has a high degree of _____.
- a. behaviour
 - b. innovativeness
 - c. self-confidence
 - d. sociability
 - e. self-concept

Answer: b Page: 155 Difficulty: 2 Type: APP

69. People who have a low degree of _____ are good candidates for services such as image consultants, who assist them in making the right choices.
- a. behaviour
 - b. innovativeness
 - c. self-confidence
 - d. sociability
 - e. self-concept

Answer: c Page: 155 Difficulty: 2 Type: APP

70. A person who has a high degree of _____ is likely to respond to entertainment-related products that claim to bring people together or make parties more fun.
- a. behaviour
 - b. innovativeness
 - c. self-confidence
 - d. sociability
 - e. self-concept

Answer: d Page: 155 Difficulty: 2 Type: APP

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71. A person's _____ is composed of a mixture of beliefs about one's abilities, observations of one's own behaviour, and feelings about one's personal attributes such as body type or facial features.
- a. behaviour
 - b. innovativeness
 - c. self-confidence
 - d. sociability
 - e. self-concept

Answer: e Page: 155 Difficulty: 2 Type: REC

72. When Clairol shampoo says "You're not getting older, you're getting better", they are targeting consumer's _____.
- a. behaviour
 - b. innovativeness
 - c. self-confidence
 - d. sociability
 - e. self-concept

Answer: e Page: 155 Difficulty: 3 Type: APP

73. A marketer who features movie clips of Edgefest or of World War II is attempting to appeal to a market segmented by _____.
- a. age groups
 - b. lifestyles
 - c. family life cycle
 - d. psychographics
 - e. self-concept

Answer: a Page: 156 Difficulty: 2 Type: APP

74. A means of characterizing consumers within a family structure based on different stages through which people pass as they grow older is segmentation by _____.
- a. age groups
 - b. lifestyles
 - c. family life cycle
 - d. psychographics
 - e. self-concept

Answer: c Page: 157 Difficulty: 1 Type: REC

Test Item File

75. When K-Tel International offers nostalgia-based products, they are trying to attract customers on the basis of _____.
- a. age groups
 - b. lifestyles
 - c. family life cycle
 - d. psychographics
 - e. self-concept

Answer: a Page: 156 Difficulty: 2 Type: APP

76. Marketers have had to update the concept of the family life-cycle because of which of the following cultural trends?
- a. High divorce rates causing increase in single-parent families
 - b. Delayed marriage and childbirth
 - c. Same-sex relationships
 - d. Extended families living in the same household
 - e. All of the above

Answer: e Page: 157 Difficulty: 3 Type: APP

77. The pattern of living that determines how people choose to spend their time, money, and energy and that reflects their values, tastes, and preferences is called _____.
- a. age groups
 - b. lifestyles
 - c. family life cycle
 - d. psychographics
 - e. self-concept

Answer: b Page: 158 Difficulty: 1 Type: REC

78. Marketers use which of the following to help make demographic information such as age and income more meaningful for use in segmentation strategies?
- a. Age groups
 - b. Lifestyles
 - c. Psychographics
 - d. Personality
 - e. Self-concept

Answer: c Page: 158 Difficulty: 3 Type: REC

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79. Club Med is looking for individuals who are young at heart, single, have no children, and who enjoy trying new things. They have segmented the market by _____.
- a. age groups
 - b. lifestyles
 - c. family life cycle
 - d. psychographics
 - e. self-concept

Answer: d Page: 158 Difficulty: 3 Type: APP

80. Psychographics segments a market into groups based on all of the following **except** _____.
- a. activities
 - b. interests
 - c. education
 - d. opinions
 - e. hobbies

Answer: c Page: 158 Difficulty: 2 Type: REC

81. Which of the following might be used for grouping consumers based upon psychographics?
- a. Ethnic food preference
 - b. Degree of risk-taking
 - c. Concern for one's health
 - d. Political party preference
 - e. All of the above

Answer: e Page: 158 Difficulty: 2 Type: APP

Test Item File

82. Whether or not a shopper will react positively or negatively to a store environment is determined by _____.
- a. arousal
 - b. pleasure
 - c. advertising
 - d. arousal, pleasure, and advertising
 - e. both arousal and pleasure but not advertising

Answer: e Page: 159 Difficulty: 2 Type: REC

83. Which of the following are physical environment aspects of a store?
- a. Themed environments
 - b. In-store displays
 - c. Place-based media
 - d. Audio environment
 - e. All of the above

Answer: e Page: 159 Difficulty: 1 Type: REC

84. In the *Spotlight on Real People* in Chapter 6, Salvatore Parasuco started a company whose product was _____.
- a. video production
 - b. wine
 - c. jeans
 - d. bread
 - e. computer software

Answer: c Page: 163 Difficulty: 2 Type: REC

85. In the *Spotlight on Real People* in Chapter 6, the company founder named his firm _____.
- a. Parasuco Video Productions
 - b. Parasuco Wines
 - c. Parasuco Jeans
 - d. Parasuco Breads
 - e. Parasuco Software

Answer: c Page: 163 Difficulty: 2 Type: REC

86. Because many consumers have a sense of _____, they are likely to respond to products such as one-hour photo processing and drive-through lanes at fast food restaurants.
- a. timeliness
 - b. time poverty
 - c. cultural poverty
 - d. deprivation
 - e. none of the above

Answer: b Page: 160 Difficulty: 2 Type: REC

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87. According to a study cited in our text, a restaurant should play _____ music to get people to eat more food.
- loud and fast
 - classical
 - soft and slow
 - no
 - either loud or classical or soft

Answer: a Page: 159 Difficulty: 2 Type: APP

88. Place-based media includes which of the following?
- Checkout at grocery stores
 - At an airport
 - At McDonald's
 - On restroom walls
 - All of the above

Answer: e Page: 159 Difficulty: 2 Type: REC

89. The values, beliefs, customs, and tastes valued by a group of people are called _____.
- protocol
 - society
 - group infrastructure
 - culture
 - conventions

Answer: d Page: 160 Difficulty: 1 Type: REC

90. Which of the following is a potential social influencer of consumers?
- Family
 - Friends
 - Ethnic groups
 - Political parties
 - All of the above

Answer: e Page: 160 Difficulty: 2 Type: REC

91. Canadian cultural values include which of the following?
- Freedom and autonomy
 - Sense of community
 - Respect for individual differences
 - Education
 - All of the above

Answer: e Page: 160 Difficulty: 2 Type: REC

Test Item File

92. According to our text, many U.S. companies operating in Canada have chosen to create separate Canadian Web sites for all of the following reasons **except** _____.
- a. they were cheaper to set up and maintain than the U.S. Web site
 - b. they needed to serve customers in both English and French
 - c. they had different products available in Canada
 - d. they wished to cater to the unique needs of Canadian consumers
 - e. they had different models available in Canada

Answer: c Page: 161 Difficulty: 3 Type: REC

93. A _____ is a group within a society whose members share a distinctive set of beliefs, characteristics, or common experiences.
- a. opinion leaders
 - b. reference group
 - c. social class
 - d. subculture
 - e. lifestyle group

Answer: d Page: 162 Difficulty: 1 Type: REC

94. Which of the following can be considered a subculture?
- a. Religious Groups
 - b. Trekkies (Star Trek fans)
 - c. Ethnic groups
 - d. Regional groups
 - e. All of the above

Answer: e Page: 162 Difficulty: 1 Type: REC

95. A _____ is the overall rank or social standing of groups of people within a society according to the value assigned to such factors as family background, education, occupation, and income.
- a. subculture
 - b. social class
 - c. opinion leaders
 - d. reference group
 - e. lifestyle group

Answer: b Page: 162 Difficulty: 1 Type: REC

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96. Visible markers that provide a way for people to flaunt their membership in higher social classes are called _____.
- a. status badge
 - b. status emblem
 - c. status figure
 - d. status symbols
 - e. status token

Answer: d Page: 162 Difficulty: 1 Type: REC

97. A _____ is an actual or imaginary individual or group that has a significant effect on an individual's evaluations, aspirations, or behaviour.
- a. subculture
 - b. social class
 - c. opinion leaders
 - d. reference group
 - e. lifestyle group

Answer: d Page: 164 Difficulty: 1 Type: REC

98. When shopping in a group, consumers are likely to _____.
- a. make more unplanned purchases
 - b. buy more
 - c. cover more areas of the store
 - d. buy more and make more unplanned purchases
 - e. make more unplanned purchases, buy more, and cover more areas of the store

Answer: e Page: 164 Difficulty: 2 Type: REC

99. A change in beliefs or actions as a reaction to real or imagined group pressure is called _____.
- a. groupthink
 - b. following opinion leaders
 - c. reference grouping
 - d. gang responses
 - e. conformity

Answer: e Page: 164 Difficulty: 2 Type: REC

Test Item File

100. Society's expectations regarding the appropriate attitudes, behaviour, and appearance for men and women is called _____.
- a. opinion leaders
 - b. gender rules
 - c. sex roles
 - d. gender expectation
 - e. sex programming

Answer: c Page: 164 Difficulty: 2 Type: REC

101. A person who is frequently able to influence others' attitudes or behaviour by virtue of his or her active interest and expertise in one or more product categories is called _____.
- a. a product endorser
 - b. a product spokesperson
 - c. an opinion leader
 - d. a group leader
 - e. sex roles

Answer: c Page: 165 Difficulty: 1 Type: REC

102. The study of college men to determine the characteristics of opinion leaders showed that all the following were true **except** _____.
- a. they were socially active
 - b. they were involved in rock culture
 - c. they were heavy magazine readers
 - d. they were near the top of their class in G.P.A.
 - e. they were quite fond of themselves and self-centred

Answer: d Page: 165 Difficulty: 3 Type: REC

True/False

103. Extended problem solving is the method by which we would purchase a new car.

Answer: T Page: 147 Difficulty: 2 Type: APP

Chapter 6: Why People Buy

104. Habitual decision making is the most time consuming of purchase decisions that a consumer can make.
- Answer: F Page: 147 Difficulty: 2 Type: APP
105. The higher the level of a consumer's perceived risk, the less likely they are to be highly involved in the purchase decision.
- Answer: F Page: 147 Difficulty: 3 Type: APP
106. The first step in the consumer buying process is to search for information about the product that he/she is going to purchase.
- Answer: F Page: 148 Difficulty: 1 Type: REC
107. The characteristics against which one compares the alternatives under consideration are called evaluative criteria.
- Answer: T Page: 148 Difficulty: 1 Type: REC
108. Heuristics are mental rules-of-thumb that lead to a speedy decision by simplifying the process for the consumer.
- Answer: T Page: 149 Difficulty: 1 Type: REC
109. Brand loyalty is the most common heuristic, and is used by marketers when introducing brand or product line extensions.
- Answer: T Page: 149 Difficulty: 3 Type: APP
110. The final step in the consumer buying process is selecting the product and making the purchase.
- Answer: F Page: 149 Difficulty: 2 Type: REC
111. Customer satisfaction is measured by how well the actual product performance meets our expected level of performance.
- Answer: T Page: 150 Difficulty: 2 Type: REC
112. Perception is the process by which people select, organize, and interpret information from the outside world.
- Answer: T Page: 151 Difficulty: 1 Type: REC

Test Item File

113. Perceptual selection is the process by which a person chooses which of the five sensory receptors they will use to assign meaning to a stimuli.

Answer: F Page: 152 Difficulty: 2 Type: REC

114. Interpretation is the process by which people select and organize information from the outside world.

Answer: F Page: 152 Difficulty: 2 Type: REC

115. Motivation is what drives us to eliminate the tension between our existing state and the desired state.

Answer: T Page: 152 Difficulty: 1 Type: REC

116. Fredrick Herzberg postulated the hierarchy of needs.

Answer: F Page: 154 Difficulty: 2 Type: REC

117. In classical conditioning a person receives two stimuli at the same time and eventually the response is transferred from one stimulus to the other.

Answer: T Page: 153 Difficulty: 2 Type: REC

118. In operant conditioning people learn that their actions result in rewards or punishments and this feedback determines how they will respond in similar future situations.

Answer: T Page: 153 Difficulty: 2 Type: REC

119. Stimulus generalization occurs when learned associations become stronger and more specific over time due to repetition.

Answer: F Page: 153 Difficulty: 3 Type: APP

120. A behaviour is a learned predisposition to respond favourably or unfavourably to stimuli, based on relatively enduring evaluations of people, objects, and issues.

Answer: F Page: 153 Difficulty: 2 Type: REC

121. Personality traits that are relevant to marketing strategies include innovativeness, self-confidence, and sociability.

Answer: T Page: 155 Difficulty: 3 Type: REC

122. A person's age is an important determinant of his/her needs and wants.

Answer: T Page: 155 Difficulty: 2 Type: APP

Chapter 6: Why People Buy

123. The family life cycle is a means of characterizing consumers based on the different family stages they pass through as they grow older, and can be used as a basis for market segmentation.

Answer: T Page: 157 Difficulty: 3 Type: REC

124. The three elements that make up psychographics are Attitudes, Interests, and Outlook.

Answer: F Page: 158 Difficulty: 2 Type: REC

125. Psychographics are information about the activities, interests, and opinions of consumers that is used to construct market segments.

Answer: T Page: 158 Difficulty: 2 Type: REC

126. Arousal and pleasure are the two factors that determine if a shopper will react positively or negatively to a store environment.

Answer: T Page: 159 Difficulty: 1 Type: REC

127. Deodorant maker Lever Pond found that Canadians react better to self-deprecating and low-key humour than Americans do.

Answer: T Page: 161 Difficulty: 3 Type: REC

128. Luxury goods often serve as status symbols, visible markers that provide a way for people to flaunt their membership in higher social classes.

Answer: T Page: 162 Difficulty: 1 Type: APP

129. The concept of social class can be used to help explain the appeal or consumption of expensive, luxury products known as status symbols.

Answer: T Page: 162 Difficulty: 2 Type: APP

130. Conformity is the process by which people change their beliefs or actions as a reaction to real or imagined group pressure.

Answer: T Page: 164 Difficulty: 2 Type: REC

131. A reference group is a set of people a consumer wants to please or imitate.

Answer: T Page: 164 Difficulty: 1 Type: REC

132. Opinion leaders are able to influence others because of their similarity to product endorsers used by marketers.

Answer: F Page: 165 Difficulty: 2 Type: APP

Test Item File

Short Answer

133. Why do marketers study consumer behaviour?

Answer: Marketers study consumer behaviour because the focus of the marketing concept is to satisfy the needs and wants of consumers. Marketers who truly understand how consumers make purchase decisions can then use this information to design marketing strategies that will be more successful in influencing this process.

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Difficulty: 2

Type: APP

134. How does level of involvement influence consumer purchase decision making?

Answer: Involvement is the relative importance of perceived consequences of the purchase to the consumer. Consumers who perceive a high degree of risk associated with a purchase will spend more time and energy making that decision, will look for and process more information in doing so, and may be more susceptible to feelings of cognitive dissonance after making it.

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Difficulty: 3

Type: APP

135. What role might advertising play in the problem recognition stage of the consumer decision making process?

Answer: The first step in the consumer buying process is to recognize that there is a problem, or a difference between his or her current state of affairs and some desired or ideal state. As a communications tool, advertising can therefore be used to educate the consumer about potential desired states or to raise their level of awareness regarding existing conditions that may not be satisfactory.

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Difficulty: 3

Type: APP

136. Identify the steps in the consumer buying process.

Answer: 1) Problem Recognition, 2) Information Search, 3) Evaluation of Alternatives, 4) Product Choice, 5) Post-purchase Evaluation

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Difficulty: 2

Type: REC

Chapter 6: Why People Buy

137. What role do evaluative criteria play in the consumer decision making process and why are they important to marketers?

Answer: Evaluative criteria are the dimensions that consumers use to compare competing product alternatives, which assists them in making a purchase choice. These criteria are very important to marketers because they reveal what consumers want in the product and can be used in designing better products and more effective promotional strategies.

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Difficulty: 3

Type: APP

138. What are heuristics and how do they impact the consumer buying process?

Answer: Heuristics are mental rules of thumb that lead to a speedy decision by simplifying the process. For example “price=quality” would be used to assess the quality of each alternative under consideration. Brand loyalty is another example.

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Difficulty: 2

Type: APP

139. What determines the level of customer satisfaction with a purchase decision and why is this so important to today’s marketers?

Answer: Consumers will compare a product’s level of performance with their expectations for it, which may have been influenced by the marketing efforts of the seller. Consumers are more likely to be satisfied when a product meets or exceeds their expectations, and this will have a positive effect on repurchase intentions. Marketers want to encourage brand loyalty because it is more efficient than having to be constantly finding new customers.

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Difficulty: 3

Type: APP

Test Item File

140. Identify the three key elements of perception and describe how they might influence consumer behaviour.

Answer: Perception is the process by which people select, organize, and interpret information from the outside world. Consumers must first be exposed to the stimulus for it to be noticed (exposure). Consumers will choose to pay attention to stimuli that they have some interest in and ignore all others (perceptual selection). Consumers will then assign meaning to the stimuli that they choose to pay attention to (interpretation).

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Difficulty: 3

Type: APP

141. What is Maslow's Hierarchy of Needs and why is it important to marketing?

Answer: An approach that categorizes motives according to five levels of importance, the more basic needs being on the bottom of the hierarchy and the higher needs at the top. If marketers understand the consumer's needs then they can tailor their products and messages to point out how these needs can be satisfied.

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Difficulty: 2

Type: APP

142. Identify and briefly describe the two behavioural learning theories discussed in the text.

Answer: Classical conditioning-when a stimulus eliciting a response is paired with another stimulus that initially does not elicit a response on its own but will cause a similar response over time because of its association with the first stimulus. Operant conditioning- learning that occurs as the result of rewards and punishments.

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Difficulty: 2

Type: REC

143. What is **cognitive learning** and why is it important to marketing?

Answer: Theories of learning that stress the importance of internal mental processes and that view people as problem solvers who actively use information from the world around them to master their environment. Cognitive learning is important to marketing because it helps to explain how lasting impressions of a product are made.

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Difficulty: 2

Type: APP

144. Identify the three personality traits discussed in the text and their relevance to marketing.

Answer: 1) Innovativeness – the degree to which a person likes to try new things. 2) Self Confidence – the degree to which a person has a positive evaluation of his/her abilities. 3) Sociability – the degree to which a person enjoys social interaction. How we feel about our personalities strongly influences our purchasing decisions.

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Difficulty: 3

Type: APP

Chapter 6: Why People Buy

145. Identify the two key dimensions that determine how a shopper reacts to a store, and describe how these dimensions might influence consumer behaviour.

Answer: The consumer might find the store environment to be either dull or exciting (arousal), and to what degree they find it to be an enjoyable place to be (pleasure). Consumers need to be aroused to get their attention and the more pleasurable an experience that can be provided, the longer they are likely to stay in that environment. Marketers are interested in this topic because consumer studies have shown that the amount of time spent in the store environment tends to be positively related to the amount spent in that environment.

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Difficulty: 3

Type: APP

146. How might culture influence the consumer buying process?

Answer: Culture can be defined as the values, beliefs, customs, and tastes that a group of people value. As such, these beliefs will influence the type of products and services desired by those within the group. Culture provides a way for consumers to learn what is important to them, and how to satisfy their basic needs.

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Difficulty: 3

Type: APP

147. How do marketers use the concept of social class?

Answer: Social class can be defined as the overall rank or social standing of groups of people within a society according to the value assigned to such factors as family background, education, occupation and income. People within a class tend to behave in similar ways and hold similar values in terms of products or services desired. Consumers who aspire to a higher class standing may attempt to mimic that group's consumption behaviour as evidence of their suitability for membership. Marketers can use the concept of social class as a bases for segmentation.

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Difficulty: 3

Type: APP