***Principles of Marketing, 16e* (Kotler)**

**Chapter 5   Consumer Markets and Buyer Behavior**

1) Individuals and households that buy or acquire goods and services for personal consumption make up the \_\_\_\_\_\_\_\_.

1. A) consumer market
2. B) market offering
3. C) market mix
4. D) subculture
5. E) social class

Answer:  A

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

2) Marketing stimuli include which of the following?

1. A) economic stimuli
2. B) price stimuli
3. C) technological stimuli
4. D) social stimuli
5. E) cultural stimuli

Answer:  B

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

3) Which of the following is one of the other stimuli present in a buyer’s environment apart from a marketing stimuli?

1. A) product stimuli
2. B) cultural stimuli
3. C) price stimuli
4. D) place stimuli
5. E) promotion stimuli

Answer:  B

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

4) According to the model of buyer behavior, which of the following is one of the two primary parts of a “buyer’s black box”?

1. A) technological stimuli
2. B) buyer’s decision process
3. C) buyer’s spending habits
4. D) social stimuli
5. E) promotion stimuli

Answer:  B

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

5) Marketing stimuli consist of the four Ps. Which of the following is NOT one of these?

1. A) product
2. B) packaging
3. C) price
4. D) promotion
5. E) place

Answer:  B

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

6) In the model of buyer behavior, which of the following is NOT a major type of force or event in the buyer’s environment?

1. A) economic
2. B) technological
3. C) social
4. D) political
5. E) cultural

Answer:  D

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

7) The starting point of understanding how consumers respond to various marketing efforts is called the stimulus-response model of buyer behavior.

Answer:  TRUE

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

8) What role do the four Ps play in consumer behavior?

Answer:  The four Ps are the marketing stimuli that affect buyer behavior: marketers use product, price, place, and promotion to attract the targeted consumers.

Skill:  Concept

Objective:  LO 5.1: Define the consumer market and construct a simple model of consumer buyer behavior.

Difficulty:  Easy

9) \_\_\_\_\_\_\_\_ is the most basic determinant of a person’s wants and behavior.

1. A) Culture
2. B) Brand personality
3. C) Cognitive dissonance
4. D) Motive
5. E) Attitude

Answer:  A

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

10) Each culture contains smaller \_\_\_\_\_\_\_\_, or groups of people with shared value systems based on common life experiences and situations.

1. A) cultural universals
2. B) reference groups
3. C) subcultures
4. D) monocultures
5. E) social networks

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

11) Which consumer group tends to show more brand loyalty and make shopping a family event, with children having a big say in the purchase decision?

1. A) Hispanic Americans
2. B) African Americans
3. C) Arab Americans
4. D) working class consumers
5. E) middle class consumers

Answer:  A

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

12) \_\_\_\_\_\_\_\_ consumers are one of the fastest-growing U.S. population subsegments and are expected to surge to nearly one third of the total U.S. population by 2060.

1. A) African American
2. B) Hispanic American
3. C) Asian American
4. D) Baby Boomer
5. E) Millennial

Answer:  B

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

13) Hispanic Americans tend to be deeply family oriented and make shopping a family affair.  Older consumers are brand loyal, while younger Hispanics have shown increasing price sensitivity and willingness to choose store brands.  Hispanic Americans make up a \_\_\_\_\_\_\_\_.

1. A) subculture
2. B) social class
3. C) social network
4. D) life-cycle stage
5. E) lifestyle

Answer:  A

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

14) Although more price-conscious than other population segments, \_\_\_\_\_\_\_\_ consumers tend to be strongly motivated by quality and selection, and give importance to brands.

1. A) lower upper
2. B) African American
3. C) Asian American
4. D) Filipino
5. E) working class

Answer:  B

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

15) \_\_\_\_\_\_\_\_ consumers are the most affluent U.S. demographic segment and are expected to have an annual buying power approaching $1 billion by 2017.

1. A) Hispanic American
2. B) African American
3. C) Asian American
4. D) Baby boomers
5. E) Generation X

Answer:  C

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

16) Many companies use ethnically specific themes in their mainstream marketing strategy because marketers have realized that insights gleaned from ethnic consumers can influence their broader markets. This type of marketing is known as \_\_\_\_\_\_\_\_ marketing.

1. A) cross-cultural
2. B) buzz
3. C) social network
4. D) word-of-mouth
5. E) life-style

Answer:  A

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

17) \_\_\_\_\_\_\_\_ are society’s relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

1. A) Social classes
2. B) Societal norms
3. C) Reference groups
4. D) Universal cultures
5. E) Social networks

Answer:  A

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

18) Which of the following statements is true of cultural factors that influence consumer behavior?

1. A) Cultural influences on buying behavior are identical across countries.
2. B) Social classes show distinct product and brand preferences in areas such as clothing and travel.
3. C) Subcultures include nationalities and racial groups, but exclude religions.
4. D) Subcultures are groups within which each individual has a unique and distinct value system.
5. E) Hispanic Americans and African Americans are examples of racially-segregated groups and not subcultures.

Answer:  B

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

19) Which of the following statements is true of social classes?

1. A) Social classes are society’s temporary divisions.
2. B) Members of a social class have unique and distinct values, interests, and behaviors.
3. C) People within a social class tend to exhibit similar buying behavior.
4. D) Income is the single factor that determines social class.
5. E) Social classes universally exhibit identical product and brand preferences.

Answer:  C

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

20) Which of the following statements is true regarding social classes in the United States?

1. A) Social class is determined by income alone.
2. B) Lines between social classes in the United States are fixed and rigid.
3. C) Social classes show distinct product preferences in clothing and automobiles.
4. D) Wealth is more critical than education level in measuring social class.
5. E) People are relegated to a permanent social class in the United States.

Answer:  C

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

21) Family is one of the \_\_\_\_\_\_\_\_ factors that influence consumer behavior.

1. A) regional
2. B) social
3. C) personal
4. D) psychological
5. E) business

Answer:  B

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

22) \_\_\_\_\_\_\_\_ are groups to which an individual wishes to belong, as when a young basketball player hopes to play someday for the Los Angeles Lakers.

1. A) Membership groups
2. B) Aspirational groups
3. C) Leading adopters
4. D) Subcultures
5. E) Reference groups

Answer:  B

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

23) A shoe manufacturing company uses ads featuring the members of a country music band with the hope that the band’s fans will see them wearing the company’s shoes and hence purchase the same brand of shoes. The shoe company believes that the band portrays the image of a \_\_\_\_\_\_\_\_ to the band’s fans.

1. A) membership group
2. B) reference group
3. C) status symbol
4. D) subculture
5. E) lifestyle

Answer:  B

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

24) Rachel loves fashion and is always seen wearing the trendiest fashion outfits. She actively shares her knowledge with a wide group of friends and colleagues about where to shop for the latest fashion at great deals. Most of her friends and colleagues follow her fashion tips. Rachel portrays the image of a(n) \_\_\_\_\_\_\_\_.

1. A) surrogate consumer
2. B) lagging adopter
3. C) opinion leader
4. D) brand personality
5. E) social networker

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

25) \_\_\_\_\_\_\_\_ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.

1. A) Opinion leaders
2. B) Innovators
3. C) Surrogate consumers
4. D) Stealth marketers
5. E) Lagging adopters

Answer:  A

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

26) Opinion leaders are also referred to as \_\_\_\_\_\_\_\_.

1. A) influentials
2. B) lower uppers
3. C) innovators
4. D) lagging adopters
5. E) surrogate consumers

Answer:  A

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

27) \_\_\_\_\_\_\_\_ are ambassadors who share their passion for a company’s products with large circles of friends and acquaintances in return for insider knowledge and other rewards.

1. A) Leading adopters
2. B) Brand evangelists
3. C) Surrogate consumers
4. D) Market mavens
5. E) Innovators

Answer:  B

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

28) Companies that use brand ambassadors are most likely involved in \_\_\_\_\_\_\_\_ marketing.

1. A) ambush
2. B) spam
3. C) buzz
4. D) viral
5. E) database

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

29) Facebook and Second Life are both examples of \_\_\_\_\_\_\_\_.

1. A) brand alliances
2. B) opinion leaders
3. C) social networks
4. D) early adopters
5. E) market mavens

Answer:  C

AACSB:  Information technology

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

30) Which of the following is characteristic of online social networks?

1. A) use of one-way communication techniques
2. B) negligible adoption rates
3. C) guaranteed positive results
4. D) easy methods to measure results
5. E) user-controlled content

Answer:  E

AACSB:  Information technology

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

31) What is the most important consumer buying organization in society?

1. A) family
2. B) social class
3. C) membership group
4. D) subculture
5. E) reference group

Answer:  A

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

32) A \_\_\_\_\_\_\_\_ consists of the activities an individual is expected to perform according to the people around him/her.

1. A) motive
2. B) role
3. C) lifestyle
4. D) life cycle
5. E) perception

Answer:  B

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

33) A buyer’s decisions are influenced by \_\_\_\_\_\_\_\_ such as the buyer’s age and life-cycle stage, occupation, economic situation, lifestyle, personality, and self-concept.

1. A) personal characteristics
2. B) stereotypes
3. C) perceptions
4. D) attitudes
5. E) psychographics

Answer:  A

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

34) Consumer information provider Nielsen uses a life-stage segmentation system that places U.S. households into one of 66 different life-stage groups. According to Nielsen’s groups, which of the following refers to the group consisting of hip, single twenty-somethings who are politically liberal, listen to alternative music, and enjoy lively nightlife?

1. A) Striving Singles
2. B) Young Achievers
3. C) Bohemian Mix
4. D) Young Influentials
5. E) Young Digerati

Answer:  B

AACSB:  Information technology

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

35) \_\_\_\_\_\_\_\_ is a person’s pattern of living as expressed in his/her psychographics, and it includes the individual’s activities, interests, and opinions.

1. A) Personality
2. B) Culture
3. C) Lifestyle
4. D) Motive
5. E) Social class

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

36) In the context of the AIO dimensions for measuring consumers’ lifestyles, “A” stands for \_\_\_\_\_\_\_\_.

1. A) activities
2. B) achievements
3. C) admirations
4. D) attitudes
5. E) associations

Answer:  A

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

37) The latest trend in the United States involves rediscovering the benefits of home-cooked food and the use of organic ingredients. People are choosing to spend hours in the kitchen using only the freshest ingredients to cook healthy and nutritious meals. This change in \_\_\_\_\_\_\_\_ is one of the reasons for the increasing demand for organic ingredients.

1. A) self-concept
2. B) subculture
3. C) lifestyle
4. D) personality
5. E) life-cycle

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

38) \_\_\_\_\_\_\_\_ refers to the unique psychological characteristics that distinguish an individual or group.

1. A) Attitude
2. B) Belief
3. C) Perception
4. D) Personality
5. E) Self-awareness

Answer:  D

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

39) Which of the following terms refers to a specific mix of human traits that may be attributed to a particular brand?

1. A) brand perception
2. B) brand identity
3. C) brand personality
4. D) brand concept
5. E) brand equity

Answer:  C

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

40) Shoez Inc., a manufacturer of shoes, has recently launched a brand of sturdy shoes ideal for hiking and other outdoor activities. Which of the following brand personalities could be best associated with the new brand?

1. A) sincerity
2. B) excitement
3. C) sophistication
4. D) competence
5. E) ruggedness

Answer:  E

AACSB:  Application of knowledge

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

41) Many marketers use the self-concept premise that people’s possessions contribute to and reflect their identities—that is, “we are what we consume.” According to this premise, consumers \_\_\_\_\_\_\_\_.

1. A) buy products to support their self-image
2. B) rarely identify with brand personalities
3. C) are affected by opinion leaders
4. D) compare product brands
5. E) conduct primary research

Answer:  A

AACSB:  Application of knowledge

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

42) Harley-Davidson promotes its motorcycles with images of independence, freedom, and power. Harley-Davidson has created a \_\_\_\_\_\_\_\_.

1. A) motive
2. B) life-cycle stage
3. C) self-concept
4. D) brand personality
5. E) self-actualization need

Answer:  D

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

43) A marketer of women’s hair care products targeting Chinese customers created an advertising message that told women their hair could be worn any way they wanted as opposed to wearing it straight. The message suggested the women did not need to conform to the mainstream media definition of beauty. It is most accurate to say that this ad was based on an understanding of customers’ \_\_\_\_\_\_\_\_.

1. A) social class
2. B) life-cycle stage
3. C) self-concept
4. D) status
5. E) role

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

44) A person’s buying choices are influenced by four major psychological factors. Which of the following is NOT one of these factors?

1. A) motivation
2. B) perception
3. C) association
4. D) learning
5. E) beliefs

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

45) A \_\_\_\_\_\_\_\_ is a need that is sufficiently pressing to direct a person to seek satisfaction.

1. A) stimulus
2. B) perception
3. C) culture
4. D) motive
5. E) tradition

Answer:  D

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

46) According to Freud, a person’s buying decisions are primarily affected by \_\_\_\_\_\_\_\_.

1. A) family influences
2. B) societal expectations
3. C) brand images
4. D) cultural norms
5. E) subconscious motives

Answer:  E

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

47) \_\_\_\_\_\_\_\_ refers to qualitative research designed to probe consumers’ hidden, subconscious motivations.

1. A) Perception analysis
2. B) Subliminal analysis
3. C) Motivation research
4. D) Need recognition
5. E) Market segmentation

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

48) A marketing research company asked members of a focus group to describe several brands as animals. The purpose of the request is to measure the prestige of the various brands.  This is an example of \_\_\_\_\_\_\_\_.

1. A) brand strength analysis
2. B) interpretive consumer research
3. C) quantitative research
4. D) buzz marketing
5. E) brand extension

Answer:  B

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

49) Maslow’s theory is that \_\_\_\_\_\_\_\_ can be arranged in a hierarchy.

1. A) marketing stimuli
2. B) personal beliefs
3. C) perceptions
4. D) human needs
5. E) decisions

Answer:  D

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

50) Which of the following is NOT part of Maslow’s hierarchy of needs?

1. A) physiological needs
2. B) safety needs
3. C) spiritual needs
4. D) esteem needs
5. E) social needs

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

51) According to Maslow’s hierarchy of needs, which of the following is the LEAST pressing need?

1. A) physiological needs
2. B) social needs
3. C) esteem needs
4. D) self-actualization needs
5. E) safety needs

Answer:  D

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

52) \_\_\_\_\_\_\_\_ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

1. A) Motivation
2. B) Perception
3. C) Dissonance
4. D) Learning
5. E) Self-actualization

Answer:  B

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

53) People cannot focus on all of the stimuli that surround them each day. A person’s tendency to screen out most of the information is called \_\_\_\_\_\_\_\_.

1. A) subliminal retention
2. B) selective distortion
3. C) cognitive dissonance
4. D) selective attention
5. E) cognitive inertia

Answer:  D

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

54) People tend to interpret new information in a way that will support what they already believe. This is called \_\_\_\_\_\_\_\_.

1. A) selective retention
2. B) selective distortion
3. C) cognitive dissonance
4. D) selective attention
5. E) cognitive bias

Answer:  B

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

55) \_\_\_\_\_\_\_\_ means that consumers are likely to remember good points made about a brand they favor and forget good points made about competing brands.

1. A) Selective attention
2. B) Selective retention
3. C) Cognitive dissonance
4. D) Selective distortion
5. E) Cognitive bias

Answer:  B

AACSB:  Application of knowledge

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

56) Mark has long supported a particular brand of footwear and has always bought that brand. Recently, the footwear manufacturer was embroiled in a controversy for using child labor at its manufacturing plants. Mark doubts the news reports and continues to purchase the same brand of footwear. It is most accurate to say that Mark displays \_\_\_\_\_\_\_\_.

1. A) selective distortion
2. B) cognitive dissonance
3. C) selective retention
4. D) selective attention
5. E) consumer ethnocentrism

Answer:  A

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

57) Juana looked at the September issue of her favorite fashion magazine and did not find anything particularly interesting despite the fact that the magazine had several advertisements that were targeted at Juana’s demographic. The only thing that interested her was an article about an upcoming fashion show. Which consumer behavior is being illustrated in this instance?

1. A) subliminal advertising
2. B) groupthink
3. C) selective attention
4. D) social loafing
5. E) consumer ethnocentrism

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

58) Stephanie and John wanted to purchase a high-end sports car. They viewed a commercial for a particular sports car that highlighted the cost, design, and power of the car. After viewing the ad, Stephanie felt that the car’s price was acceptable, considering the superior and unique design. John thought that the car was expensive owing to the high power engine installed in it. They used the information in different ways, focusing on issues that that each considered important. Which of the following concepts does this scenario demonstrate?

1. A) selective distortion
2. B) consumer ethnocentrism
3. C) selective retention
4. D) selective attention
5. E) cognitive dissonance

Answer:  A

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

59) Some consumers worry that they will be affected by marketing messages without even knowing it. They are concerned about \_\_\_\_\_\_\_\_.

1. A) alternative evaluation
2. B) subliminal advertising
3. C) selective retention
4. D) cognitive dissonance
5. E) selective communication

Answer:  B

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

60) \_\_\_\_\_\_\_\_ describes changes in an individual’s behavior arising from experience.

1. A) Lifestyle
2. B) Learning
3. C) Perception
4. D) Cognitive dissonance
5. E) Selective attention

Answer:  B

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

61) \_\_\_\_\_\_\_\_ are minor stimuli that determine where, when, and how a person responds to an idea.

1. A) Cues
2. B) Drives
3. C) Reinforcers
4. D) Cognitions
5. E) Impulses

Answer:  A

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

62) A(n) \_\_\_\_\_\_\_\_ is a descriptive thought that a person has about something.

1. A) lifestyle
2. B) motive
3. C) belief
4. D) attitude
5. E) cognition

Answer:  C

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

63) A(n) \_\_\_\_\_\_\_\_ is a person’s relatively consistent evaluations, feelings, and tendencies toward an object or idea.

1. A) lifestyle
2. B) motive
3. C) belief
4. D) attitude
5. E) perception

Answer:  D

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

Refer to the scenario below to answer the following question(s).

The Attic Trunk opened in 1999 as an upscale dress shop in Forest Ridge’s fashionable shopping district, catering to a wealthy, mature clientele consisting mostly of older, first-generation Hispanics. Many other specialty shops lined the main avenue over the next few years. But as Forest Ridge began to attract a more price-conscious, younger, and more demographically diverse population, the once-popular shopping district was increasingly perceived as stodgy and snobby by the new segment of customers.

By the mid-2000s, many of these specialty shops suffered financially. Most shops attracted only tourists who enjoyed browsing through the displays of alligator belts and shoes, piles of scented soaps, and so on, often laughing at the ridiculously high prices.

Owners of The Attic Trunk had noticed the shifts in buying behavior of customers by the mid-2000s. In fact, the owners had observed that the once-fashionable shopping district in Forest Ridge no longer attracted the wealthy, mature clientele. This clientele had been replaced with price-conscious families with children, a mix of Asian and African Americans as well as Caucasians.

Specialty items at The Attic Trunk gradually disappeared, replaced by brand-name apparel, fashion accessories, and jewelry. Other owners followed suit in the late 2000s, bringing restaurants, an outdoor cafe, and a day spa to the main avenue in Forest Ridge.

64) Which of the following best supports the idea that The Attic Trunk’s mature, wealthy clientele can remain a viable target market?

1. A) Older, first generation Hispanic consumers are not especially family-oriented.
2. B) Older, first-generation Hispanic consumers favor sellers who show special interest in them.
3. C) Older, first generation Hispanic consumers tend to be very price conscious.
4. D) Older, first generation Hispanic consumers tend to display little brand loyalty.
5. E) Older, first generation Hispanic consumers are motivated by mainstream marketing.

Answer:  B

AACSB:  Reflective thinking

Skill:  Critical Thinking

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

65) Many families with children are now attracted to the shopping district in Forest Ridge. What characteristics about families as consumer groups might the owners of The Attic Trunk want to keep in mind?

1. A) Though more women hold jobs outside the home today than when The Attic Trunk first opened, husband-wife involvement in the buying process has remained relatively unchanged.
2. B) Children have considerable amounts of disposable income and have a strong influence on family buying decisions.
3. C) Women seldom account for any technology-related purchases.
4. D) Women typically account for most habitual purchases.
5. E) Men make all the major purchasing decisions in most families.

Answer:  B

AACSB:  Reflective thinking

Skill:  Critical Thinking

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

66) Which of the following would each consumer segment attracted to The Attic Trunk have in common with the other consumer segments?

1. A) habitual buying behaviors
2. B) self-concepts
3. C) AIO dimensions
4. D) life-cycle stages
5. E) aspirational groups

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

67) Subcultures consist only of religious groups.

Answer:  FALSE

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

68) Asian American consumers are the least brand conscious of all ethnic groups.

Answer:  FALSE

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

69) Social class is based on shared value systems and common life experiences and situations.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

70) In the United States, the lines between social classes are not fixed and rigid, but people can only drop to a lower social class and not move up into a higher one.

Answer:  FALSE

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

71) Online social networks represent an important avenue to create buzz for marketers.

Answer:  TRUE

AACSB:  Information technology

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

72) Children exert little influence on family buying decisions.

Answer:  FALSE

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

73) A person’s occupation has no effect on the goods and services that she buys.

Answer:  FALSE

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

74) Personality is a person’s pattern of living as expressed in his or her psychographics.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

75) A brand personality is the specific mix of human traits that may be attributed to a particular brand.

Answer:  TRUE

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

76) According to Maslow’s hierarchy of needs theory, when the most important need is satisfied, it will cease to be a motivator, and the person will then try to satisfy the next most important need.

Answer:  TRUE

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

77) Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

78) While an individual’s beliefs are difficult to change, an individual’s attitudes are easy to change.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

79) Give an example of a cultural shift that may impact the marketing of products or services.

Answer:  Students’ answers will vary. Currently, the shift toward greater concern about health and fitness has generated an increase in marketing of gym equipment and gear.

AACSB:  Application of knowledge

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

80) Why might the Hispanic American market be a viable targeted group for a new marketer of products?

Answer:  Hispanic Americans are a large, fast-growing U.S. subculture and they tend to favor companies who show special interest in them. A new marketer of products can capitalize on these attributes.

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

81) In what way might a marketer rely on opinion leaders?

Answer:  Opinion leaders can influence other larger groups of consumers to be attracted to a marketer’s products.

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

82) How does marketing through online social networks differ from more traditional marketing?

Answer:  Marketers hope to use social networks to interact with consumers and become a part of their everyday lives instead of relying on one-way commercial messages that play a significant role in traditional marketing.

AACSB:  Information technology

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

83) Explain why typical husband-dominant or wife-dominant products of the 1970s may no longer be regarded as typical.

Answer:  Buying roles change with evolving consumer lifestyles. Changes in the traditional family structure, such as more women holding jobs outside the home and more single-parent households, have changed the traditional buying roles over time.

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

84) Define brand personality.

Answer:  A brand personality is the specific mix of human traits that may be attributed to a particular brand.

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

85) Explain why selective attention is not controllable by a marketer.

Answer:  A marketer cannot guarantee that a consumer will pay attention to or remember a specific ad. Selective attention plays a significant role because it is impossible for individuals to pay attention to the thousands of marketing stimuli they experience each day.

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Challenging

86) Explain how selective distortion is somewhat controllable by a marketer.

Answer:  Selective distortion describes the tendency of people to interpret information in a way that will support what they already believe. People also will forget much of what they learn. They tend to retain information that supports their attitudes and beliefs. Marketers can attempt to understand consumers’ mindsets and how these will affect perceptions of advertisements.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

87) Explain how selective retention affects what consumers remember about marketing messages.

Answer:  Due to selective retention, consumers are more likely to remember positive messages about the brands they already favor and more likely to forget positive messages about the competing brands.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

88) Cultural factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer’s culture, subculture, and social class. Distinguish between culture, subculture, and social class.

Answer:  Culture is the most basic cause of a person’s wants and behavior. Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important markets. Social classes are society’s relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. Unlike nationality or ethnic subculture, social class is determined by a combination of many variables, such as occupation, income, education, and wealth.

AACSB:  Written and oral communications; Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

89) Many subcultures make up important market segments. Examples of three such important subculture groups include Hispanic Americans, African Americans, and Asian Americans. Describe the general shopping-related characteristics of each of these groups.

Answer:  Hispanic American consumers tend to be deeply family oriented and make shopping a family affair. The older, first-generation consumers tend to be very brand loyal and favor companies who show special interest in them. African American consumers are more price-conscious than other segments; they are also strongly motivated by quality and selection. Asian American consumers are the most affluent U.S. demographic segment and are the second-fastest-growing population subculture, after Hispanic Americans. Asian American consumers are the most brand conscious of all the ethnic groups. They can be fiercely brand loyal.

AACSB:  Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

90) A consumer’s behavior is influenced by social factors, such as the consumer’s small groups, family, and social roles and status. Explain the differences among these social factors.

Answer:  Small groups to which a person belongs have a direct influence on what a person buys. Reference groups serve as direct or indirect points of comparison or reference in forming a person’s attitudes or behaviors. An aspirational group is one to which the individual wishes to belong. Reference groups expose a person to new behaviors and lifestyles, influence a person’s attitudes and self-concept, and create pressures to conform that may affect the person’s product and brand choices. Opinion leaders are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert social influence on others. The group closest to consumers is the family, the most important consumer buying organization in society. Marketers are interested in the changing roles and influence of each family member on the purchase of different products and services. Within groups, including families, the position of an individual is defined by role and status. A role consists of the activities people are expected to perform according to the persons around them, while status is the general esteem given to that role. People tend to choose products that fit with their roles and status.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

91) Explain the change in buying roles of husbands and wives due to an evolving consumer lifestyle in the United States. Additionally, describe the effect of this change on marketers.

Answer:  In the United States, the wife traditionally has been considered the main purchasing agent for the family in the areas of food, household products, and clothing. However, with more women working outside the home and the willingness of husbands to do more of the family’s purchasing, all this is changing. A recent survey of men ages 18 to 64 found that 51 percent identify themselves as primary grocery shoppers in their households and about 39 percent handle most of their household’s laundry. At the same time, today women account for 50 percent of all technology purchases and influence two-thirds of all new car purchases. Such shifting roles signal a new marketing reality. Marketers in industries that have traditionally sold their products to only women or only men—from groceries and personal care products to cars and consumer electronics—are now carefully targeting the opposite sex.

AACSB:  Analytical thinking; Diverse and multicultural work environments

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

92) People’s distinct individual personalities influences their buying behavior. Personality is usually described in terms of traits. What are these traits, and how do they affect the way people purchase items? Give at least one example.

Answer:  Personality is described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing consumer behavior for certain products. Consumers are likely to choose brands with personalities that match their own. For example, someone with a sophisticated personality might be attracted to a more sophisticated product, such as a BMW, while someone with a more rugged personality might be attracted to a more rugged product, such as a Jeep.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

93) Explain Maslow’s hierarchy of needs.

Answer:  Maslow suggested that an individual’s unfulfilled needs motivate them and that their needs are arranged in a hierarchy. The hierarchy of needs includes physiological, safety, social, self-esteem, and self-actualization needs. Maslow suggested that individuals meet the bottom-level, basic needs first before moving up the hierarchy. Until more basic needs such as safety are fulfilled, an individual has little interest in higher-level needs such as esteem and self-actualization.

AACSB:  Written and oral communication

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Easy

94) Compare and contrast the four types of buying decision behavior exhibited by consumers.

Answer:  Consumers exhibit complex buying behavior when they are highly involved in a purchase decision and perceive significant differences among the choices. Consumers will engage in a learning process as they gather and analyze information about their choices before making a purchase. When a consumer is highly involved with a purchase but does not perceive significant differences among her choices, he/she will most likely engage in dissonance-reducing behavior. This behavior involves less time learning about each product’s attributes, and a consumer is more likely to make a choice based on a good price or convenience. Habitual buying behavior and variety-seeking behavior are exhibited when a consumer has a low involvement with the product. When the consumer sees little difference between brands, he/she will most likely engage in habitual buying behavior, buying the most familiar brands out of habit. When the consumer perceives some significant brand differences, he/she is more likely to engage in variety-seeking buying behavior, doing a lot of brand switching without a great deal of evaluation before purchase.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.2: Name the four major factors that influence consumer buyer behavior.

Difficulty:  Moderate

95) When consumers are highly involved with the purchase of an expensive product and they perceive significant differences among brands, they most likely will exhibit \_\_\_\_\_\_\_\_.

1. A) consumer capitalism
2. B) complex buying behavior
3. C) consumer ethnocentrism
4. D) dissonance-reducing buying behavior
5. E) variety-seeking buying behavior

Answer:  B

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

96) George is buying his first house. He has spent a month looking at houses and comparing attributes such as price and location. He has contacted several real estate agents to look at different types of houses. George is most likely exhibiting \_\_\_\_\_\_\_\_.

1. A) variety-seeking buying behavior
2. B) complex buying behavior
3. C) consumer capitalism
4. D) dissonance-reducing buying behavior
5. E) marketing myopia

Answer:  B

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

97) When consumers are highly involved with an expensive, infrequent, or risky purchase but see little difference among brands, they most likely will exhibit \_\_\_\_\_\_\_\_.

1. A) habitual buying behavior
2. B) complex buying behavior
3. C) impulse buying behavior
4. D) dissonance-reducing buying behavior
5. E) consumer capitalism

Answer:  D

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

98) For the past ten years, Bill and Margaret have saved money to go to the Super Bowl should their team, the Chicago Bears, reach the finals of the NFC championship. This is the year, and several tour companies offer attractive, but very similar, packages to the game. Since all packages are pretty much the same, they have chosen one that fits their budget. Bill and Margaret are most likely exhibiting \_\_\_\_\_\_\_\_.

1. A) complex buying behavior
2. B) dissonance-reducing buying behavior
3. C) habitual buying behavior
4. D) consumer capitalism
5. E) consumer ethnocentrism

Answer:  B

AACSB:  Application of knowledge

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

99) Which of the following consumer buying behaviors is related to conditions of low-consumer involvement and little significant brand difference?

1. A) complex buying behavior
2. B) dissonance-reducing buying behavior
3. C) habitual buying behavior
4. D) variety-seeking buying behavior
5. E) consumer capitalism

Answer:  C

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

100) Pat thought he had received the best deal on his new car. Shortly after the buying the car, Pat started to notice certain disadvantages of his new car as he learned more about other cars available in the market. Pat is experiencing \_\_\_\_\_\_\_\_.

1. A) dissonance-reducing buying behavior
2. B) need recognition
3. C) postpurchase dissonance
4. D) marketing myopia
5. E) complex buying behavior

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

101) Which of the following would a marketer LEAST likely do to encourage habitual buying behavior?

1. A) dominate shelf space
2. B) run frequent reminder ads
3. C) keep shelves fully stocked
4. D) stress unique features in ads
5. E) offer lower prices and coupons

Answer:  D

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

102) Carrie tends to purchase various brands of bath soap. She has never been loyal to a specific brand; instead she does a lot of brand switching. Carrie exhibits \_\_\_\_\_\_\_\_.

1. A) dissonance-reducing buying behavior
2. B) complex buying behavior
3. C) habitual buying behavior
4. D) variety-seeking buying behavior
5. E) conspicuous consumption behavior

Answer:  D

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

103) When customers have low involvement in a purchase but perceive significant brand differences, they will most likely engage in \_\_\_\_\_\_\_\_.

1. A) complex buying behavior
2. B) dissonance-reducing buying behavior
3. C) habitual buying behavior
4. D) variety-seeking buying behavior
5. E) consumer ethnocentrism

Answer:  D

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

104) The buyer decision process consists of five stages. Which of the following is NOT one of these stages?

1. A) need recognition
2. B) information search
3. C) conspicuous consumption
4. D) purchase decision
5. E) postpurchase behavior

Answer:  C

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Moderate

105) The buying decision process starts with \_\_\_\_\_\_\_\_, in which the buyer spots a problem.

1. A) need recognition
2. B) information search
3. C) impulse purchases
4. D) buyer’s remorse
5. E) alternative evaluation

Answer:  A

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

106) An invitation to go skiing over the weekend forced Donna to look at her current wardrobe. She realized that she required a warmer coat. Which of the following stages of the buyer decision process does Donna exemplify?

1. A) product evaluation
2. B) situational analysis
3. C) need recognition
4. D) problem screening
5. E) information search

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

107) Donna wants to buy a new coat. During the \_\_\_\_\_\_\_\_ stage of the buyer decision process she will ask her friends to recommend stores that sell good quality winterwear clothing. She will also go through newspapers and magazines to look out for offers and sales on coats.

1. A) product evaluation
2. B) alternative evaluation
3. C) need recognition
4. D) information search
5. E) purchase decision

Answer:  D

AACSB:  Application of knowledge

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

108) If a consumer’s drive is strong and a satisfying product is near at hand, the consumer is likely to purchase the product at that time. If not, the consumer may store the need in memory or undertake \_\_\_\_\_\_\_\_.

1. A) consumer ethnocentrism
2. B) buyer’s remorse
3. C) a need recognition
4. D) an information search
5. E) cognitive dissonance

Answer:  D

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

109) James has decided to buy a new vehicle. His brother John has recently purchased a new truck and recommends the same model to James. James finally decides to buy the same truck. Which of the following sources of information has most likely influenced James’ purchase decision?

1. A) experiential sources
2. B) public sources
3. C) personal sources
4. D) commercial sources
5. E) market mavens

Answer:  C

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

110) John has decided to buy a particular smartphone that he saw reviewed online. Which of the following sources of information has most likely influenced John’s purchase decision?

1. A) laggards
2. B) commercial sources
3. C) public sources
4. D) personal sources
5. E) market mavens

Answer:  C

AACSB:  Application of knowledge

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Moderate

111) The information sources that are the most effective at influencing a consumer’s purchase decision are \_\_\_\_\_\_\_\_. These sources legitimize or evaluate products for the buyer.

1. A) commercial
2. B) public
3. C) experimental
4. D) personal
5. E) attitudinal

Answer:  D

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Moderate

112) Marketers describe the way a consumer processes information to arrive at brand choices as \_\_\_\_\_\_\_\_.

1. A) alternative evaluation
2. B) information search
3. C) impulse buying
4. D) consumer capitalism
5. E) cognitive dissonance

Answer:  A

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

113) Robert has taken up cycling as a hobby and as a way to maintain his physical fitness. He wants to buy a hydration system since he will need a lot of water as he cycles. Having gathered a great deal of information, he has finally narrowed down his choices to three systems: Waterbags for Roadies, Supertanker Hydropacks, and Fast Water. Robert is in the \_\_\_\_\_\_\_\_ stage of the buyer decision process.

1. A) need recognition
2. B) evaluation of alternatives
3. C) product trial
4. D) postpurchase evaluation
5. E) information search

Answer:  B

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

114) Generally, the consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. Which of the following is one of these factors?

1. A) economic risks
2. B) attitudes of others
3. C) cognitive dissonance
4. D) alternative evaluation
5. E) buyer’s remorse

Answer:  B

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

115) After the purchase of a product, consumers will be either satisfied or dissatisfied and engage in \_\_\_\_\_\_\_\_.

1. A) consumer capitalism
2. B) alternative evaluation
3. C) postpurchase behavior
4. D) consumer ethnocentrism
5. E) information searches

Answer:  C

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

116) The relationship between the consumer’s expectations and the product’s \_\_\_\_\_\_\_\_ determines whether the buyer is satisfied or dissatisfied with a purchase.

1. A) perceived performance
2. B) brand personality
3. C) market reach
4. D) consumer market
5. E) market share

Answer:  A

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

117) A particular automobile company works to keep its customers happy after each sale, aiming to delight each one of them in order to increase their customer lifetime value. Which of the following steps of the buyer decision process does the company exemplify?

1. A) need recognition
2. B) information search
3. C) evaluation of alternatives
4. D) purchase decision
5. E) postpurchase behavior

Answer:  E

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

118) Leona bought two different brands of wine from vineyards in Australia. When asked for her opinion about the wines, she said that one brand of wine tasted like alcoholic grape juice, but the other had a crisp taste that she really enjoyed. These statements were most likely made during the \_\_\_\_\_\_\_\_ stage of the buyer decision process.

1. A) information search
2. B) need recognition
3. C) alternative evaluation
4. D) purchase decision
5. E) postpurchase behavior

Answer:  E

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

119) Almost all major purchases result in \_\_\_\_\_\_\_\_, or discomfort caused by postpurchase conflict.

1. A) need recognition
2. B) cognitive dissonance
3. C) consumer ethnocentrism
4. D) conspicuous consumption
5. E) consumer capitalism

Answer:  B

AACSB:  Reflective thinking

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

120) When a customer feels uneasy about losing out on the benefits of a brand not purchased, she is likely to experience \_\_\_\_\_\_\_\_.

1. A) selective retention
2. B) selective attention
3. C) selective distortion
4. D) cognitive dissonance
5. E) consumer ethnocentrism

Answer:  D

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

121) Dissonance-reducing buying behavior typically occurs when a buyer sees little difference among brands but is highly involved with the purchase.

Answer:  TRUE

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

122) Jim is planning on buying an expensive HDTV and he realizes that there are few differences between brands. Jim is displaying complex buying behavior.

Answer:  FALSE

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Challenging

123) Habitual buying behavior involves consumers searching extensively for information about brands and evaluating brand characteristics.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Moderate

124) Commercial sources of information typically legitimize and evaluate products for buyers.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

125) Postpurchase behavior is the stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction.

Answer:  TRUE

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

126) Explain the role of marketers in the information search step of the buyer decision process. Give an example of how the marketer might execute this role.

Answer:  The role of marketers in the information search step of the buyer decision process is to make the required information about their product easily accessible to the consumer. Students’ examples will vary.

AACSB:  Application of knowledge

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Moderate

127) Why should marketers set up systems that encourage customers to complain about products?

Answer:  Most customers never share their complaints with marketers; without this information, it is difficult for a company to identify how it can improve.

AACSB:  Application of knowledge

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

128) Describe some important strategies for a marketer of a high-involvement product.

Answer:  Marketers must understand the information-gathering and evaluation behavior of their high-involvement customers. This involves helping customers learn about the product attributes and their relative importance, as well as clearly differentiating the brand’s features. Marketers might use long copy in print media to satisfy the customer’s need for information. Marketers must also motivate salespeople to influence the customer’s choice. To discourage customers’ postpurchase dissonance, after-sale communications from the marketer should help customers feel good about their purchase decision.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Moderate

129) Listing them in the proper order, what are the stages in the buyer decision process? Describe each.

Answer:  In the need recognition stage, consumers become aware of a new problem or need. Then, consumers seek information about products to meet that need in the information search stage. In the alternative evaluation stage, consumers use the gathered information to compare and contrast the choices. Consumers do not use the same evaluation process in all buying situations; sometimes they may make careful, logical calculations and other times they may rely on intuition and buy on impulse. Consumers then make the purchase decision, buying the product. The last component of the process is postpurchase behavior, which is determined by any difference between the consumer’s expectations for the product and the perceived performance of the product.

AACSB:  Written and oral communication

Skill:  Concept

Objective:  LO 5.3: List and define the major types of buying decision behavior and the stages in the buyer decision process.

Difficulty:  Easy

130) Consumers learn about new products for the first time and make the decision to buy those products during the \_\_\_\_\_\_\_\_.

1. A) need recognition stage
2. B) adoption process
3. C) evaluation process
4. D) trial process
5. E) quality assessment stage

Answer:  B

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

131) Which of the following is the final stage in the new product adoption process?

1. A) awareness
2. B) adoption
3. C) evaluation
4. D) interest
5. E) trial

Answer:  B

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

132) Which of the following is the adoption process stage at which the consumer considers whether trying the new product makes sense?

1. A) awareness
2. B) interest
3. C) evaluation
4. D) adoption
5. E) trial

Answer:  C

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

133) Cameron loves to own and be up-to-date on the latest technological gadgets available in the market. Among his friends, he is always the first to own the latest electronic gadgets. He loves trying out new products before others. Cameron most likely belongs to the \_\_\_\_\_\_\_\_ adopter group.

1. A) innovator
2. B) surrogate consumer
3. C) late mainstream
4. D) early mainstream
5. E) lagging

Answer:  A

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Challenging

134) In the context of product characteristics that influence the rate of adoption, \_\_\_\_\_\_\_\_ refers to the degree to which the innovation fits the values and experiences of potential consumers.

1. A) communicability
2. B) relative advantage
3. C) compatibility
4. D) complexity
5. E) divisibility

Answer:  C

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

135) Which of the following product characteristics refers to the degree to which the innovation appears superior to existing products?

1. A) compatibility
2. B) divisibility
3. C) communicability
4. D) relative advantage
5. E) complexity

Answer:  D

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

136) Which of the following best describes divisibility of an innovation that influences the rate of adoption?

1. A) It is the degree to which the innovation is difficult to understand.
2. B) It is the degree to which the results of using the innovation can be observed or described to others.
3. C) It is the degree to which the innovation appears superior to existing products.
4. D) It is the degree to which the innovation may be tried on a limited basis.
5. E) It is the degree to which the innovation fits the values and experiences of potential consumers.

Answer:  D

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

137) Relative advantage, compatibility, complexity, divisibility, and communicability are all characteristics of \_\_\_\_\_\_\_\_.

1. A) alternative evaluations
2. B) the degree of buyer involvement
3. C) a product’s rate of adoption
4. D) unexpected situational factors
5. E) postpurchase behaviors

Answer:  C

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Moderate

138) Abel is considering whether or not to get an e-reader. He has read online reviews of three different kinds of readers and has talked with two friends who own e-readers. Abel is at the awareness stage of the new product adoption process.

Answer:  FALSE

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Challenging

139) The adoption process for new products refers to the mental process through which an individual passes from first learning about an innovation to final adoption.

Answer:  TRUE

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

140) People differ greatly in their readiness to try new products. In each product area, there are “consumption pioneers,” also referred to as lagging adopters.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Moderate

141) Early adopters are opinion leaders in their communities. They adopt new ideas early but carefully.

Answer:  TRUE

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

142) Early mainstream adopters accept new ideas after the average person.

Answer:  FALSE

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

143) Ed purchased electronic devices such as a smartphone, and tablet after many people he knew already owned the devices. Ed belongs to the adopter group called lagging adopters.

Answer:  TRUE

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Moderate

144) Two of the characteristics that are especially important in influencing an innovation’s rate of adoption are relative advantage and compatibility.

Answer:  TRUE

AACSB:  Analytical thinking

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Moderate

145) What strategy should a marketer use upon learning that consumers are not buying a product because they do not perceive a need for it?

Answer:  Marketing might launch an advertising campaign that shows customers how the product can solve their existing problems and meet their existing needs.

AACSB:  Analytical thinking

Skill:  Application

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Moderate

146) What are the differences between innovators and early adopters?

Answer:  Innovators are more willing to take on risk; early adopters are opinion leaders in their communities and adopt new ideas early but carefully.

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

147) Identify and describe the stages in the adoption process.

Answer:  In the awareness stage, consumers become aware of the new product but lack information about it. Then, consumers seek information about the new product in the interest stage. In the evaluation stage, consumers consider whether trying the new product makes sense. Consumers try the product on a limited basis in the trial stage. Finally, consumers decide to make full use of the product in the adoption stage.

AACSB:  Written and oral communication

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Easy

148) Identify product characteristics that influence the rate of adoption. Explain how each characteristic affects the rate of adoption.

Answer:  The five most important product characteristics that influence the rate of a product’s adoption are relative advantage, compatibility, complexity, divisibility, and communicability. Relative advantage is the degree to which an innovation appears superior to existing products; the greater the perceived relative advantage, the sooner the product will be adopted. Compatibility is the degree to which the innovation fits the values and experiences of potential consumers; high compatibility leads to quick adoption. Complexity is the degree to which the innovation is difficult to understand or use; the greater the complexity, the slower the adoption rate. Divisibility is the degree to which the innovation may be tried on a limited basis; the higher the divisibility, the slower the rate of adoption. Finally, communicability is the degree to which the results of using the innovation can be observed or described to others; high communicability leads to a higher rate of adoption.

AACSB:  Application of knowledge; Written and oral communication

Skill:  Concept

Objective:  LO 5.4: Describe the adoption and diffusion process for new products.

Difficulty:  Moderate