|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. An understanding of consumer behaviour can mean better business for companies, better public policy for governments, and a better life for individuals.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. While consumer behaviour refers to human thought and action, it is not considered a field of study.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. Consumer behaviour can be thought of as the actions, reactions, and consequences that take place as the consumer goes through a decision-making process, reaches a decision, and then uses the product.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. Consumer behaviour is the set of value-seeking activities that take place as people go about addressing needs.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. The basic consumption process begins with the consumer recognizing that he or she wants something new.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. The basic consumption process involves a consumer assessing the costs and benefits associated with a choice.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. The final step in the consumption process is satisfaction.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. An exchange is the acting out of a decision to give something up in return for something of equal value.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. Consumer behaviour represents the process by which goods, services, or ideas are used and transformed into value.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. Costs involve more than just the price of the product.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. Benefits are the only result of consumption.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. Consumer behaviour, as a field of study, is a very young field.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. Consumer behaviour has family roots in other disciplines such as economics, anthropology, and psychology.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. Marketing’s roots in economics are evident in the production and distribution of goods.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. Psychology is the study of human reactions to their environment.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. The sub-disciplines of psychology that are highly relevant to consumer behaviour are social psychology and experimental psychology.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. Anthropology focuses on the thoughts, feelings, and behaviours that people have as they interact with other people.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 18. Cognitive psychology is helpful in understanding how consumers process information from marketing communications such as advertisements.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19. Marketing activities include the production, promotion, pricing, and distribution of goods, services, ideas, and experiences that provide value for consumers and other stakeholders.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20. Consumer behaviour focuses primarily on the study of groups of people within a society.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21. Anthropology has contributed to consumer behaviour research by allowing researchers to interpret the relationships between consumers and the things they purchase, the products they own, and the activities in which they participate.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. A highly competitive marketplace in which consumers have many alternatives is more likely to result in better customer service than a marketplace with little competition.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23. A market-oriented firm stresses the importance of creating value for customers among all employees.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24. Relationship marketing is based on the belief that firm performance is enhanced through repeat business.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. Interaction points refer to direct contacts between the firm and a customer.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26. Benefits are the physical parts of a product.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27. A product is a potentially valuable bundle of benefits.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28. Undifferentiated marketing means that the same basic product is offered to all customers.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 29. Undifferentiated marketers generally adopt a market orientation.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 30. A market orientation means innovation is geared primarily toward making the production process as efficient and economic as possible.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31. Differentiated marketing can be taken to the extreme with a practice known as one-to-one marketing.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 32. Niche marketers specialize in serving one market segment.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33. There are several approaches to studying consumer behaviour, but most researchers agree that the interpretive approach is the best.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34. Interpretive research seeks to explain the inner meanings and motivations associated with specific consumption experiences.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35. Quantitative research tools include things such as case analyses, clinical interviews, focus group interviews, and other tools in which data are gathered in a relatively unstructured way.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36. Data generated from qualitative research are considered “researcher-dependent.”

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 37. The roots of interpretive consumer research go back over 150 years to the earliest days of consumer research.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 38. The motivational research era in consumer research proved to be very useful in providing satisfying explanations for consumer behaviour on a large scale.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39. Two common interpretative orientations are psychology and sociology.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 40. The phenomenological researcher relies on highly structured, formal interviews with consumers.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41. An ethnographic approach to studying consumers often involves analyzing the artifacts associated with consumption.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 42. A researcher measuring consumers’ attitudes toward different brands on a scale ranging from 1 (very negative) to 5 (very positive) is using qualitative research.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 43. Interpretation of quantitative research data is a function of the researcher’s opinion.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 44. Qualitative research better enables researchers to test hypotheses as compared to quantitative research.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 45. Trends shaping the value received by consumers include internationalization, technological changes, changing communications, changing demographics, and the changing economy.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 46. Companies must deal only with geographical distances when operating in different countries.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 47. The Internet has made geographical distance almost a non-issue.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 48. One demographic trend impacting marketers is that households increasingly include two primary income providers.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 49. One demographic trend shaping consumer behaviour is the decreasing birth rates in the U.S. and Europe.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 50. What are the two perspectives from which consumer behaviour can be defined?

|  |  |  |
| --- | --- | --- |
|   | a.  | primary and secondary |
|   | b.  | human thought and behaviour and as a field of study |
|   | c.  | social and psychological |
|   | d.  | based on needs and based on wants |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 51. A market researcher focuses on the psychological process, including the thoughts, feelings, and behaviour people experience once they realize they have an unmet need. What set of value-seeking activities is the researcher examining?

|  |  |  |
| --- | --- | --- |
|   | a.  | marketing |
|   | b.  | consumer behaviour |
|   | c.  | cognitive psychology |
|   | d.  | consumption |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 52. Poppy has decided that she should buy a car to get to her new job on the opposite side of town. In terms of the basic consumption process, what term refers to this first step?

|  |  |  |
| --- | --- | --- |
|   | a.  | cost and benefit analysis |
|   | b.  | value assessment |
|   | c.  | want specification |
|   | d.  | need realization |

|  |  |
| --- | --- |
| *ANSWER:* | d |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 53. What is the last step in the basic consumption process?

|  |  |  |
| --- | --- | --- |
|   | a.  | exchange |
|   | b.  | value |
|   | c.  | reaction |
|   | d.  | costs and benefits |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 54. Renee is going to a formal dance next month and goes shopping for a full-length gown. What does the gown exemplify in the basic consumption process?

|  |  |  |
| --- | --- | --- |
|   | a.  | need |
|   | b.  | want |
|   | c.  | reaction |
|   | d.  | satisfier |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 55. What term refers to the decision to give something up in return for something of greater value?

|  |  |  |
| --- | --- | --- |
|   | a.  | exchange |
|   | b.  | marketing |
|   | c.  | consumption |
|   | d.  | consumer behaviour |

|  |  |
| --- | --- |
| *ANSWER:* | a |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 56. Customers pay money for products they believe will satisfy their needs and wants. What term refers to this transfer of money for goods or services?

|  |  |  |
| --- | --- | --- |
|   | a.  | benefit gratification |
|   | b.  | consumption |
|   | c.  | transformational marketing |
|   | d.  | exchange |

|  |  |
| --- | --- |
| *ANSWER:* | d |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 57. What is the term for the negative results of consumption?

|  |  |  |
| --- | --- | --- |
|   | a.  | wants |
|   | b.  | reactions |
|   | c.  | costs |
|   | d.  | consequences |

|  |  |
| --- | --- |
| *ANSWER:* | c |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 58. Dana and John are expecting their first child and are purchasing furniture for the nursery. They are searching the Internet, reading parents’ magazines and paying attention to the advertisements, and visiting many stores because they want to purchase the best quality furniture that fits their budget. In relation to the consumption process, what term refers to the effort they are expending to ensure they make the right decision?

|  |  |  |
| --- | --- | --- |
|   | a.  | cost |
|   | b.  | reaction |
|   | c.  | value outcome |
|   | d.  | benefit |

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| --- | --- |
| *ANSWER:* | a |

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| 59. Henry buys a new laptop because of the numerous features and upgrades that are offered from this newer model. What are these features referred to in terms of the consumption process?

|  |  |  |
| --- | --- | --- |
|   | a.  | costs |
|   | b.  | benefits |
|   | c.  | enhancers |
|   | d.  | satisfiers |

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| --- | --- |
| *ANSWER:* | b |

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| 60. Apple sold more than seven million iPads within months of launching the product. Prices for this product ranged from $499 to more than $800, and Apple had difficulty keeping up with the demand. Why were so many iPads sold?

|  |  |  |
| --- | --- | --- |
|   | a.  | satisfaction outweighed demand |
|   | b.  | need was greater than want |
|   | c.  | consumption exceeded the need |
|   | d.  | benefits were greater than costs |

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| *ANSWER:* | d |

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| 61. What is the process by which goods, services, or ideas are used and transformed into value?

|  |  |  |
| --- | --- | --- |
|   | a.  | value transfer |
|   | b.  | cost conversion |
|   | c.  | benefits conversion |
|   | d.  | consumption |

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| --- | --- |
| *ANSWER:* | d |

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| 62. When consumers recognize they have an unmet need, they usually seek out specific products or services that they believe will satisfy that need and provide value to them. They are willing to give up something, such as money and effort, to find the products or services that will provide the benefits they seek. What term refers to the process that consumers go through to satisfy their needs?

|  |  |  |
| --- | --- | --- |
|   | a.  | marketing |
|   | b.  | consumption |
|   | c.  | exchange |
|   | d.  | purchase |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| 63. A description for a marketing course in a university course catalogue states, “This course represents the study of consumers as they go about the consumption process.” What is the name of this course?

|  |  |  |
| --- | --- | --- |
|   | a.  | Consumer Marketing |
|   | b.  | Value-based Marketing |
|   | c.  | Consumption Marketing |
|   | d.  | Consumer Behaviour |

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| *ANSWER:* | d |

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| 64. Which of the following is NOT a discipline in which consumer behaviour has roots?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics |
|   | b.  | accounting |
|   | c.  | anthropology |
|   | d.  | social psychology |

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| --- | --- |
| *ANSWER:* | b |

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| 65. William has been researching production and consumption patterns in China for his employer. Which discipline is his work estimating demand for consumer products a part of?

|  |  |  |
| --- | --- | --- |
|   | a.  | marketing |
|   | b.  | psychology |
|   | c.  | economics |
|   | d.  | anthropology |

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| --- | --- |
| *ANSWER:* | c |

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| 66. Juan is majoring in a discipline that examines the production and consumption of goods and services. What is Juan’s major?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics |
|   | b.  | accounting |
|   | c.  | anthropology |
|   | d.  | production management |

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| --- | --- |
| *ANSWER:* | a |

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| 67. Which discipline studies people’s reactions to their environment?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics |
|   | b.  | psychology |
|   | c.  | anthropology |
|   | d.  | sociology |

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| --- | --- |
| *ANSWER:* | b |

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| 68. Marian is trying to decide on a major, so she takes an aptitude test offered by the career services office at her school. The results indicate that she is interested in understanding how people react to their environment and is concerned with their thoughts, feelings, and behaviours. Which discipline should Marian pursue?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics |
|   | b.  | anthropology |
|   | c.  | psychology |
|   | d.  | biology |

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| *ANSWER:* | c |

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| 69. What is the area of focus for social psychologists?

|  |  |  |
| --- | --- | --- |
|   | a.  | the intricacies of mental reactions involved in information processing |
|   | b.  | the value-producing activities that facilitate exchanges between buyers and sellers |
|   | c.  | the relationships between people and their possessions |
|   | d.  | the thoughts, feelings, and behaviours that people have as they interact with other people |

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| --- | --- |
| *ANSWER:* | d |

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| 70. John is a psychologist who analyzes the thoughts, feelings, and behaviours that people have as they interact with other people in groups. What type of psychologist is John?

|  |  |  |
| --- | --- | --- |
|   | a.  | qualitative psychologist |
|   | b.  | group psychologist |
|   | c.  | cognitive psychologist |
|   | d.  | social psychologist |

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| --- | --- |
| *ANSWER:* | d |

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| 71. Melanie is a psychologist who studies consumer behaviour. She specializes in the mental reactions involved in consumer information processing, such as how advertisements persuade consumers to buy a product. Which field of psychology is Melanie practising?

|  |  |  |
| --- | --- | --- |
|   | a.  | qualitative |
|   | b.  | personal |
|   | c.  | cognitive |
|   | d.  | social |

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| --- | --- |
| *ANSWER:* | c |

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| 72. Which of the following involves the multitude of value-producing activities that facilitate exchanges between buyers and sellers?

|  |  |  |
| --- | --- | --- |
|   | a.  | consumer behaviour |
|   | b.  | marketing |
|   | c.  | psychology |
|   | d.  | economics |

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| --- | --- |
| *ANSWER:* | b |

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| 73. Marketing as a recognized discipline grew out of two other disciplines. What are the two disciplines?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics and psychology |
|   | b.  | psychology and anthropology |
|   | c.  | psychology and sociology |
|   | d.  | sociology and economics |

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| *ANSWER:* | a |

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| 74. Which discipline should you study to learn about how groups of people interact within society?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics |
|   | b.  | sociology |
|   | c.  | anthropology |
|   | d.  | cognitive psychology |

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| --- | --- |
| *ANSWER:* | b |

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| 75. Which discipline has contributed to consumer behaviour research by allowing researchers to interpret the relationships between consumers and the things they purchase, the products they own, and the activities in which they participate?

|  |  |  |
| --- | --- | --- |
|   | a.  | economics |
|   | b.  | sociology |
|   | c.  | anthropology |
|   | d.  | cognitive psychology |

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| --- | --- |
| *ANSWER:* | c |

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| 76. Kim moved from one house in a neighbourhood to another house in a nearby neighbourhood. She called her trash collection company to inform them of her address change and was dismayed to learn that her trash collection bill would be $10 a month higher than it was at her previous residence even though it is the same company. She commented on this and was told by the company that was the price and she could deal with removing her own trash if she didn’t like the price hike. Kim had to pay the higher price because there was no other company allowed to service this neighbourhood. Which statement best explains why Kim was treated so poorly by this company?

|  |  |  |
| --- | --- | --- |
|   | a.  | The trash company was dependent on her repeat business. |
|   | b.  | No other competitors are providing this service. |
|   | c.  | Trash disposal is a regulated service. |
|   | d.  | The company really doesn’t need her business. |

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| --- | --- |
| *ANSWER:* | b |

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| 77. According to an Uber employee, “the *secret premise behind the ridesharing services’ success is Uber’s success at* delivering an on-demand experience, where customers pick up their phone and a car arrives to take you wherever you want.” Which type of orientation is Uber focusing on?

|  |  |  |
| --- | --- | --- |
|   | a.  | sales |
|   | b.  | employee |
|   | c.  | consumer |
|   | d.  | inward |

|  |  |
| --- | --- |
| *ANSWER:* | c |

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| 78. The Ritz-Carlton Hotel has a culture that embodies the importance of creating value for guests among all employees. One way this is implemented is by giving the front desk employees the authority to correct a problem presented by a guest without having to have approval from a manager. Which type of orientation does this company embrace?

|  |  |  |
| --- | --- | --- |
|   | a.  | market |
|   | b.  | product |
|   | c.  | sales |
|   | d.  | outward |

|  |  |
| --- | --- |
| *ANSWER:* | a |

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| 79. Which type of marketing is based on the belief that a firm’s performance is enhanced through repeat business?

|  |  |  |
| --- | --- | --- |
|   | a.  | acquisition |
|   | b.  | outward |
|   | c.  | repetition |
|   | d.  | relationship |

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| --- | --- |
| *ANSWER:* | d |

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| 80. What term refers to direct contacts between the firm and a customer?

|  |  |  |
| --- | --- | --- |
|   | a.  | touchpoints |
|   | b.  | intersections |
|   | c.  | interaction points |
|   | d.  | counterpoints |

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| --- | --- |
| *ANSWER:* | a |

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| 81. Which of the following is NOT an example of a touchpoint?

|  |  |  |
| --- | --- | --- |
|   | a.  | a consumer placing an order over the telephone |
|   | b.  | a customer asking an attendant for directions at an amusement park |
|   | c.  | a consumer replying to a request sent in an email by a company |
|   | d.  | a consumer watching a television commercial |

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| --- | --- |
| *ANSWER:* | d |

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| 82. According to the text, what is the ultimate hallmark of success for a business?

|  |  |  |
| --- | --- | --- |
|   | a.  | maximum profits |
|   | b.  | maximum sales |
|   | c.  | long-term survival |
|   | d.  | short-term sales |

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| --- | --- |
| *ANSWER:* | c |

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| 83. What term refers to the physical parts of a product?

|  |  |  |
| --- | --- | --- |
|   | a.  | benefits |
|   | b.  | elements |
|   | c.  | attributes |
|   | d.  | components |

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| --- | --- |
| *ANSWER:* | c |

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| 84. Which of the following is NOT an example of a product attribute?

|  |  |  |
| --- | --- | --- |
|   | a.  | quality |
|   | b.  | satisfaction |
|   | c.  | styling |
|   | d.  | safety |

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| --- | --- |
| *ANSWER:* | b |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 85. What is the definition of a product?

|  |  |  |
| --- | --- | --- |
|   | a.  | a potentially valuable bundle of benefits |
|   | b.  | a physical good offered to satisfy a need |
|   | c.  | an item offering perceived value to a target market |
|   | d.  | a resource allocated toward satisfying a felt need |

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| *ANSWER:* | a |

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| 86. Which business orientation offers the same basic product to all customers?

|  |  |  |
| --- | --- | --- |
|   | a.  | undifferentiated marketing |
|   | b.  | differentiated marketing |
|   | c.  | niche marketing |
|   | d.  | product marketing |

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| *ANSWER:* | a |

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| 87. Walmart’s supply chain is as efficient and as economic as possible, which allows it to offer lower prices than competing retailers. With only a few exceptions, Walmart offers the same basic products in all of its stores, even worldwide. What orientation does this illustrate?

|  |  |  |
| --- | --- | --- |
|   | a.  | market |
|   | b.  | customer |
|   | c.  | production |
|   | d.  | undifferentiated |

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| --- | --- |
| *ANSWER:* | c |

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| 88. Which of the following is practised by a company that embraces differentiated marketing?

|  |  |  |
| --- | --- | --- |
|   | a.  | adopting innovative production processes to gain efficiency and economies of scale |
|   | b.  | specializing in serving one market segment with particularly unique demand characteristics |
|   | c.  | focusing marketing efforts on the largest market segment |
|   | d.  | serving multiple market segments each with a unique product offering |

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| --- | --- |
| *ANSWER:* | d |

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| 89. Procter and Gamble sells six different brands of laundry detergent, each with a unique offering for different market segments. Which business orientation does this illustrate?

|  |  |  |
| --- | --- | --- |
|   | a.  | undifferentiated marketing |
|   | b.  | differentiated marketing |
|   | c.  | niche marketing |
|   | d.  | multiple marketing |

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| --- | --- |
| *ANSWER:* | b |

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| 90. Some marketers offer each individual customer a different product, so each customer is essentially treated as a segment of one. Which way of doing business does this represent?

|  |  |  |
| --- | --- | --- |
|   | a.  | personalized marketing |
|   | b.  | customer-based marketing |
|   | c.  | one-to-one marketing |
|   | d.  | niche marketing |

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| --- | --- |
| *ANSWER:* | c |

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| 91. Lululemon makes “technical athletic apparel for yoga, running, dancing, and most other sweaty pursuits.” Which business orientation best describes this approach?

|  |  |  |
| --- | --- | --- |
|   | a.  | niche marketing |
|   | b.  | one-to-one marketing |
|   | c.  | mass marketing |
|   | d.  | product marketing |

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| *ANSWER:* | a |

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| 92. When consumers study consumer behaviour, they should come to make better decisions. Which topic can be helpful in enlightening consumers?

|  |  |  |
| --- | --- | --- |
|   | a.  | the idea that there are consequences associated with poor budget allocation |
|   | b.  | the lack of emotions in consumer decision making |
|   | c.  | the absence of social influences |
|   | d.  | the effect of technology on the production process |

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| *ANSWER:* | a |

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| 93. In trying to understand consumers, researchers derive meaning from talking to people and observing behaviour rather than analyzing data. What type of research is this an example of?

|  |  |  |
| --- | --- | --- |
|   | a.  | interpretive |
|   | b.  | quantitative |
|   | c.  | concentric |
|   | d.  | depth |

|  |  |
| --- | --- |
| *ANSWER:* | a |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 94. Kayla is engaged in research that seeks to explain the inner meanings and motivations associated with purchasing clothing. She records and analyzes the words that consumers use to describe events and observes shoppers in stores. From that, she develops an understanding of what motivates shoppers. What type of research is Kayla performing?

|  |  |  |
| --- | --- | --- |
|   | a.  | quantitative |
|   | b.  | interpretive |
|   | c.  | sociological |
|   | d.  | independent |

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| --- | --- |
| *ANSWER:* | b |

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| 95. Which type of research includes tools such as case analyses, clinical interviews, focus group interviews, and other tools in which data are gathered in a relatively unstructured way?

|  |  |  |
| --- | --- | --- |
|   | a.  | quantitative |
|   | b.  | qualitative |
|   | c.  | preliminary |
|   | d.  | secondary |

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| --- | --- |
| *ANSWER:* | b |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 96. Which of the following represents a pair of common interpretive research orientations?

|  |  |  |
| --- | --- | --- |
|   | a.  | regression and cluster analysis |
|   | b.  | phenomenology and ethnography |
|   | c.  | primary and secondary |
|   | d.  | qualitative and quantitative |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| 97. Which field of study represents the study of consumption as a “lived experience” and relies on casual interviews with consumers from whom the researcher has won confidence and trust?

|  |  |  |
| --- | --- | --- |
|   | a.  | touchpoint analysis |
|   | b.  | psychology |
|   | c.  | sociology |
|   | d.  | phenomenology |

|  |  |
| --- | --- |
| *ANSWER:* | d |

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| 98. Which field of study has roots in anthropology and often involves analyzing the artifacts associated with consumption?

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|   | a.  | sociology |
|   | b.  | phenomenology |
|   | c.  | ethnography |
|   | d.  | conjoint analysis |

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| *ANSWER:* | c |

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| 99. Clark is a student who has been hired by a consumer research firm to help a pizza restaurant learn more about the student market. Part of his job entails hanging out with other students and observing how they decide when to order pizza, which pizza restaurants they order from, how they eat it, and what they do with the leftovers, if any. Clark learned from his observations that some students like to put French dressing on their pizza, which led the pizza restaurant to advertise and offer the dressing with orders. Which interpretive orientation does this best illustrate?

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|   | a.  | ethnography |
|   | b.  | quantitative research |
|   | c.  | sociology |
|   | d.  | grounded theory |

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| *ANSWER:* | a |

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| 100. Which type of research addresses questions about consumer behaviour using numerical measurement and analysis tools?

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|   | a.  | quantitative |
|   | b.  | qualitative |
|   | c.  | interpretive |
|   | d.  | final |

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| *ANSWER:* | a |

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| 101. A consumer research study analyzes the factors predicting a consumer’s likelihood to purchase a 3-D television, such as age, income, and stage of family life cycle. Data were collected from 3,000 consumers using a structured questionnaire. Which type of research does this represent?

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|   | a.  | qualitative |
|   | b.  | interpretive |
|   | c.  | quantitative |
|   | d.  | focused |

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| *ANSWER:* | c |

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| 102. What is the difference between qualitative and quantitative research?

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|   | a.  | Qualitative research is used for hypothesis testing and quantitative research is used only for descriptive analyses. |
|   | b.  | Quantitative research is longitudinal and qualitative research is cross-sectional. |
|   | c.  | Qualitative research is researcher dependent and quantitative research is not. |
|   | d.  | Quantitative research results in primary data and qualitative research results in secondary data. |

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| *ANSWER:* | c |

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| 103. Which statement does NOT accurately describe quantitative research?

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|   | a.  | Its common purpose is to test hypotheses or specific research questions. |
|   | b.  | Its structured response categories are provided. |
|   | c.  | Its samples are typically large to produce generalizable results. |
|   | d.  | Its results are subjective. |

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| *ANSWER:* | d |

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| 104. Which of the following is NOT a trend shaping the value received by consumers today?

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|   | a.  | internationalization |
|   | b.  | technological changes |
|   | c.  | market compression |
|   | d.  | changing demographics |

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| *ANSWER:* | c |

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| 105. The Starbucks Mobile App now allows Starbucks customers to order their favourite beverage from their mobile device and pick up it up at a Starbucks location without actually being in the coffee shop. Which trend shaped the value received by today’s consumers?

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| --- | --- | --- |
|   | a.  | internationalization |
|   | b.  | technological changes |
|   | c.  | changing communications |
|   | d.  | changing demographics |

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| *ANSWER:* | b |

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| 106. Which of the following is a demographic trend shaping consumer behaviour patterns?

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|   | a.  | increasing family size |
|   | b.  | increasing number of households with two primary income providers |
|   | c.  | increasing birthrates in the U.S. and Europe |
|   | d.  | decreasing levels of consumer affluence in the U.S. |

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| *ANSWER:* | b |

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| 107. Which aspect of the changing economy likely has the most impact on consumer spending?

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|   | a.  | high interest rates |
|   | b.  | high tax rates |
|   | c.  | high prices |
|   | d.  | high unemployment rate |

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| *ANSWER:* | d |

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| **RESTAURANT RESEARCH SCENARIO**Insight Research, a marketing research company, has been hired by a national chain of family restaurants to help them better understand their customers and how to serve them better. The restaurant chain has several competitors competing for the same type of customers and has experienced sales declines in the past few years. Researchers go “under cover” and pretend to be customers so that they will fit in while they observe the interactions between customers and the wait staff. Then they write a report of their interpretations of what they experienced personally while pretending to be a customer as well as what they saw regarding interactions of other customers with each other and with the employees of the restaurant. Some example conclusions drawn were that the employees were not especially attentive to the customers and that customers were overheard as saying they didn’t intend to come back. Some researchers also noted that the food was not very good, and they saw several customers send orders back. |

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| 108. Refer to Restaurant Research Scenario. Which statement provides the best reason why this restaurant chain should be concerned about customer satisfaction?

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|   | a.  | All restaurants should be concerned about customer satisfaction. |
|   | b.  | The marketplace is competitive and the restaurant is dependent on repeat business. |
|   | c.  | Serving customers well is just the right thing to do. |
|   | d.  | Other restaurants in the marketplace are offering price discounts and delivering superior customer satisfaction. |

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| *ANSWER:* | b |

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| 109. Refer to Restaurant Research Scenario. When customers interact with the wait staff, what are these interactions called?

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|   | a.  | moments of truth |
|   | b.  | interactions |
|   | c.  | process nodes |
|   | d.  | touchpoints |

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| *ANSWER:* | d |

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| 110. Refer to Restaurant Research Scenario. Which statement provides a criticism of the research approach used by Insight Research?

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|   | a.  | It did not provide useful information to the restaurant. |
|   | b.  | Its results are objective. |
|   | c.  | Its data are researcher dependent. |
|   | d.  | Interpretive research is not an acceptable approach for understanding consumer behaviour. |

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| *ANSWER:* | c |

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| 111. Refer to Restaurant Research Scenario. Which research approach is Insight Research using to better understand this restaurant’s customers?

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|   | a.  | quantitative |
|   | b.  | secondary |
|   | c.  | focused |
|   | d.  | qualitative |

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| *ANSWER:* | d |

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| 112. Refer to Restaurant Research Scenario. Which demographic trend discussed in Chapter 1 should result in the restaurant experiencing an increase, not a decrease, in sales?

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|   | a.  | rise in households with a stay-at-home mom |
|   | b.  | rise in households with two primary income providers |
|   | c.  | decreasing birth rates |
|   | d.  | advances in technology |

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| *ANSWER:* | b |

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| 113. Compare and contrast the concepts *consumption* and *consumer behaviour*.

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| *ANSWER:* | Consumer behaviour can be defined from two different perspectives. This is because the term refers to both:(1) Human thought and action, and(2) A field of study (human inquiry) that is developing an accumulated body of knowledge.First, **consumer behaviour** is the set of value-seeking activities that take place as people go about addressing realized needs. **Consumption** represents the process by which goods, services, or ideas are used and transformed into value.**Consumer behaviour as a field of study** represents the study of consumers as they go about the consumption process. |

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| 114. Discuss the relevant contributions of one other discipline to the study of consumer behaviour.

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| *ANSWER:* | Consumer behaviour has roots in several other disciplines, such as economics, psychology (social psychology and cognitive psychology), marketing, sociology, and anthropology. Students can discuss any one of these.**Economics** is the study of production and consumption. Marketing has its origins in economics, particularly with respect to the production and distribution of goods. By definition, economics also involves consumption. However, the economist’s focus on consumer behaviour is generally a broad, or macro, perspective, not individual consumers. Consumer behaviour researchers generally study consumer behaviour at a more micro level, often focusing on individual consumer behaviour.**Psychology** is the study of humans’ reactions to their environment including behaviour and mental processes. Social psychology (group behaviour) and cognitive psychology (mental reactions), in particular, are highly relevant to consumer behaviour. Consumer behaviour most often takes place in some type of social setting; thus, social psychology and consumer behaviour overlap significantly. Every time a consumer evaluates a product, sees an advertisement, or reacts to product consumption, information is processed. Thus, cognitive psychology is also very relevant to consumer behaviour.**Marketing** involves the multitude of value-producing seller activities that facilitate exchanges between buyers and sellers. Consumer behaviour and marketing are very closely related. Exchange is ultimately involved in marketing and is central to consumer behaviour too. Marketing actions are targeted at and affect consumers while consumer actions affect marketers.**Sociology** focuses on the study of groups of people within a society. This has relevance for consumer behaviour because consumption often takes place within group settings or is in one way or another affected by group behaviour.**Anthropology** has contributed to consumer behaviour research by allowing researchers to interpret the relationships between consumers and the things they purchase, the products they own, and the activities in which they participate. |

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| 115. Explain why consumers get treated differently in different types of exchange environments. Give an example of a situation where you were treated poorly by a business and explain why you might have been treated that way.

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| *ANSWER:* | Two questions help explain how important serving customers well should be to any given organization:(1) How competitive is the marketing environment?(2) How dependent is the marketer on repeat business?A business operating in a market with little or no competition and a captive audience can still survive no matter how poor the service because they know consumers will return to do more business if that is the only option available (e.g., driver’s licence bureau). On the other hand, a business operating in a highly competitive marketplace in which consumers have many alternatives practically ensures good customer service.Students’ examples will vary, but they should include a discussion of one or both questions above in their explanation. |

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| 116. Explain the role of consumer behaviour in business and society.

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| *ANSWER:* | Consumer behaviour (CB) is important in at least three ways:(1) CB as an input to business/marketing strategy.(2) CB as a force that shapes society.(3) CB as an input to making responsible decisions as a consumer.Consumer behaviour influences the way a company will do business. Undifferentiated marketing means that the same basic product is offered to all customers. Differentiated marketers serve multiple market segments each with a unique product offering. Niche marketing is practised by firms that specialize in serving one market segment with particularly unique demand characteristics. Understanding customers and potential customers guides marketers to the appropriate way of doing business for a given situation.The things that people buy and consume end up determining the type of society in which we live. Things like customs, manners, and rituals all involve consumption-value producing activities. Therefore, our collective choices as consumers shape the societies in which we live.Finally, when consumers study consumer behaviour, they should come to make better decisions. Several topics can be particularly helpful in enlightening consumers including:(1) Consequences associated with poor budget allocation.(2) The role of emotions in consumer decision making.(3) Avenues for seeking redress for unsatisfactory purchases.(4) Social influences on decision making, including peer pressure.(5) The effect of the environment on consumer behaviour. |

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| 117. Apple wants to learn how consumers use its blockbuster product, the Apple Watch . Suggest an appropriate research approach and describe how it can be implemented.

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| *ANSWER:* | Students’ responses will vary. Either a qualitative or a quantitative approach is appropriate.Qualitative research tools include things such as case analyses, clinical interviews, focus group interviews, and other tools in which data are gathered in a relatively unstructured way. Data of this type require that the researcher interpret their meaning. Therefore, the data are considered “researcher-dependent.” Interpretive research, which seeks to explain the inner meanings and motivations associated with specific consumption experiences, falls into the category of qualitative research. Two common interpretive orientations are phenomenology and ethnography. Students’ examples will vary, but if they describe this research approach, they should describe one that is unstructured and does not rely on numerical answers.Quantitative research addresses questions about consumer behaviour using numerical measurement and analysis tools. The measurement is usually structured, meaning that the consumer will simply choose a response from among alternatives supplied by the researcher. Unlike qualitative research, the data are not researcher dependent. This type of research better enables researchers to test hypotheses as compared to interpretive research. Quantitative research is more likely to stand on its own and not require deep interpretation. Students’ examples will vary, but if they suggest this research approach, they should describe activities such as using questionnaires to gather numerical answers and statistical analyses. |

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| 118. Briefly discuss three recent trends shaping consumer behaviour.

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| *ANSWER:* | Five trends shaping the value received by consumers today are discussed in the chapter: (1) internationalization, (2) technological changes, (3) changing communications, (4) changing demographics, (5) changing economy. Students can discuss any three.**Internationalization** — While businesses are expanding worldwide, companies must deal not only with geographical distances, but with cultural distances as well. Although chains, such as Starbucks, can be found worldwide, consumers are not alike everywhere these firms operate.**Technology** — The Internet has made geographical distance almost a non-issue, consumers can shop on their own schedule, and communication technology has also advanced tremendously.**Communications** — Technology is changing how consumers communicate with each other. Electronic communications are replacing face-to-face communications, with older consumers embracing email and younger ones relying on social media.**Demographics** — In most of the Western world, notable demographic trends have shaped consumer behaviour patterns greatly. First, households increasingly include two primary income providers. Second, family size is decreasing throughout Canada, the U.S., and Europe. China and India offer opportunities due to their large populations.**Economy** — High unemployment rates and financial market turmoil have led consumers to be more cautious and react favourably to price-cutting policies. Consumers perceive lower discretionary income. |

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| 119. In addition to the demographic trends discussed in Chapter 1, discuss one other demographic trend in the Western world and how that trend will influence consumer behaviour.

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| *ANSWER:* | The chapter discusses two demographic trends: households with two primary income providers and declining birth rates. Other trends students might discuss are:(1) Aging population. A large percentage of the Canadian population, “baby boomers,” retiring will increase demand for financial services, leisure products, and health care.(2) Increasing immigration. It is predicted that by 2017 more than one in five people in Canada will have been born in another country.These are just suggestions of what students might discuss. Specific answers to this question are not found in this chapter. |

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