

Chapter 12 Sample Questions on Consumer Behavior

1. Generally, people buy one product or service instead of another because they perceive it to be a better value.

True* False

2. Marketers assume people engage in a buying process that begins with a comparison of available alternatives.

True False*

3. The greater the difference between a consumer's unsatisfied need and the desired state, the greater the need recognition will be.

True* False

4. Brenda wants a new car that will be dependable transportation and look good. She wants to satisfy both functional and psychological needs.

True* False

5. When Glen is thirsty, he always buys a Coke. Like many consumers, Glen engages in considerable alternative evaluation when buying habitual products like his Coke.

True False*

6. One of the major benefits of having satisfied customers is they can spread positive word of mouth.

True* False

7. Setting high customer satisfaction expectations is a good strategy that will help to avoid customer dissatisfaction in the long run.

True False*

8. Customers are more likely to talk about service that exceeded their expectation than about service that did not meet their expectation.

True False*

9. Maslow's Hierarchy of Needs is an interesting concept for psychology, but it has little relevance for marketing.

True False*

10. Situational factors sometimes override psychological and social factors in the consumer decision process.

True * False

11. Frazier is out of milk and bread and needs to decide what is for dinner. He will be stopping at the grocery store on the way home. Frazier will likely engage in limited problem solving.

True* False

12. Consumers involved in habitual decision making engage in little conscious decision making.

True* False

13. Rachael is visiting colleges before applying to schools. Rachael is likely to be involved in an impulse buying process.

True False*

15. When making an important purchase, consumers often consult friends and family. This is considered an external search for information.

True* False

16. After purchasing an expensive pair of shoes, you may question whether or not the shoes are any better than the less expensive shoes you could have purchased instead. This is an example of postpurchase cognitive dissonance.

True* False

17. Marketers often use principles and theories from sociology and psychology to better understand consumers' actions and:

A. to develop basic strategies for dealing with their behavior.*

B. to contribute to the theoretical knowledge in those disciplines.

C. to avoid cultural reference group problems.

D. to maximize postpurchase cognitive dissonance.

E. to satisfy ritual consumption needs while avoiding overconsumption.

18. Generally, people buy one product or service instead of another because they:

A. get the lowest price possible.

B. perceive it to be the better value for them.*

C. prefer to avoid doing extended problem solving.

D. have conducted a thorough internal search for information.

E. are unaware of key determinant attributes.

19. The consumer decision process model represents:
- A. the concept of habitual decision making.
 - B. the retrieval of an evoked set based on physiological needs.
 - C. the steps that consumers go through before, during, and after making purchases.*
 - D. the shift from an internal to an external locus of control.
 - E. the types of decisions all consumers must make.
20. The consumer buying process begins when:
- A. a consumer enters a store.
 - B. consumers' functional needs are greater than their psychological needs.
 - C. a consumer's performance risk is minimized.
 - D. a consumer recognizes an unsatisfied need.*
 - E. learning follows perception.
21. Upscale men's and women's clothing stores primarily appeal to consumers' _____ needs.
- A. functional
 - B. postpurchase
 - C. safety
 - D. psychological*
 - E. situational
22. When mountain climbers purchase clothing for scaling Mount Everest, their purchases are primarily addressing _____ needs.
- A. functional*
 - B. prepurchase
 - C. social
 - D. psychological
 - E. functional and psychological
23. Kathy has naturally curly hair and has often been disappointed with the haircuts she has received. When she moved to a new town, she approached her new office mates and several strangers with curly hair and asked them where they had their hair cut. She chose to spend considerable effort finding a new hair stylist based on the _____ associated with her purchase decision.
- A. evoked set
 - B. reference group
 - C. physiological risk
 - D. performance risk*
 - E. financial risk
24. How much time consumers spend searching for information depends on:
- A. the perceived benefits versus perceived costs of searching.
 - B. the locus of control.
 - C. actual or perceived risk.
 - D. the type of product or service.
 - E. all of these.*

25. Jordana is a travel agent. Whenever she sells an expensive vacation package, she encourages the customer to buy travel insurance, which provides reimbursement in case of trip cancellation due to illness or another emergency. Jordana is trying to reduce her customers' _____ risk.

- A. psychological
- B. financial*
- C. performance
- D. social
- E. physiological

26. André was afraid his condominium would look shabby to his future in-laws, so he had it painted just before their visit. André was addressing his _____ risk.

- A. social*
- B. financial
- C. performance
- D. psychological
- E. physiological

27. Elena is in the process of buying a new car. There are many possible cars to choose from, but she is focused on a few she would actually consider buying. These make up her _____ set.

- A. universal
- B. retrieval
- C. immediate
- D. evoked*
- E. focus

28. Dawn flies regularly between Atlanta and Los Angeles. She almost always uses Delta Airlines and has lots of Delta Sky Miles credit (Delta's frequent flyer program). Still, she uses an online fare comparison website each time to see if a competitor has a better price or a more convenient schedule. Dawn uses _____ to decide which airline to fly.

- A. a compensatory decision rule*
- B. a noncompensatory decision rule
- C. decision heuristics
- D. social factors
- E. temporal factors

29. Jubyung is buying a laptop computer to take on trips. Although he looks at several brands, he refuses to buy a computer that weighs more than five pounds.

Jubyung is basing his decision on:

- A. a compensatory decision rule.
- B. a noncompensatory decision rule.*
- C. a decision heuristic.
- D. social factors.
- E. temporal factors.

30. Marketers are particularly interested in postpurchase behavior because it:

- A. involves both compensatory and noncompensatory consumers.
- B. offers insights into information search methods.
- C. avoids situational conflicts.
- D. involves actual rather than potential customers.*
- E. all of these.

31. Setting unrealistically high consumer expectation often leads to:

- A. ritual reversion.
- B. customer dissatisfaction.*
- C. postpurchase harmony.
- D. financial risk.
- E. perceptual learning.

32. Postpurchase cognitive dissonance is especially likely for products that are:

- A. cheap, poorly made, and made of plastic.
- B. personally valuable, antique, or foreign-made.
- C. simple, easily copied, and new.
- D. psychologically soothing, purchased impulsively, and part of a consumer's evoked set.
- E. expensive, infrequently purchased, and associated with high levels of risk.*

33. Marketers frequently design customer relationship management programs to:

- A. retain loyal customers.*
- B. attract consumers who have safety needs.
- C. reinforce postpurchase cognitive dissonance.
- D. increase internal information search.
- E. all of these.

34. Maslow's Hierarchy of Needs includes physiological needs at the lowest level and self-actualization at the top. The three levels in between are:

- A. material goods, safety and love.
- B. community, family and self.
- C. safety, stability and striving.
- D. health, wealth and happiness.
- E. safety, love and esteem.*

35. The shared meanings, beliefs, morals, values, and customs of a group of people constitute its:

- A. reference group.
- B. family.
- C. culture.*
- D. cognitive frame.
- E. evoked set.

36. Beverage firms sometimes hire attractive young people to sit at fashionable bars, sipping the company's latest product offering. The firms hope these "models" will serve as a(n) _____ and influence consumers.

- A. reference group*
- B. risk avoider
- C. cultural determinant
- D. cognitive learning experiment
- E. evoked set

37. _____ factors often override or influence psychological and social issues influencing consumers' purchase decision.

- A. Situational*
- B. Extended habitual
- C. Postpurchase dissonance
- D. Interpersonal
- E. All of these

38. Store atmosphere factors such as _____ can influence consumers' purchase decisions.

- A. lighting
- B. scents
- C. music
- D. color
- E. all of these.*

39. Consumers use and process different aspects of advertising or messages. _____ yields greater attention and deeper processing, and leads to strong attitudes and purchase intentions.

- A. An external locus of control
- B. High involvement*
- C. Low involvement
- D. Differential content
- E. Internet advertising

40. Tom has to decide which college to attend. This is the most important, riskiest and more expensive decision she has ever made. She will be engaged in:

- A. low involvement decision making.
- B. extended problem solving.*
- C. educational heuristics.
- D. pre-purchase dissonance.
- E. limited problem solving.

41. Limited problem solving usually relies on:

- A. past experience more than on external information.*
- B. situational stimuli and attitudes.
- C. external search for information.
- D. financial analysis of performance risk.
- E. evaluation of the universal set.

42. Most "big box" retailers regularly move products from one aisle to another. They also put personal care products in the pharmacy area, many aisles away from the grocery products. They do this because consumers who spend more time walking through the store are likely to make:

- A. impulse purchases.*
- B. limited problem solving decisions.
- C. extended problem solving decisions.
- D. ritual consumption purchases.
- E. affective alternative decisions.

43. The three components of an attitude are:

- A. cognitive, affective, behavioral*
- B. connected, applicable, bearable
- C. confident, achievable, believable
- D. consistent, affordable, particular
- E. None of these

44. There are five types of risks associated with purchase decisions. Barak is considering buying a hybrid car, but he's not sure that he believes the gas mileage estimates. Barak is concerned about:

- A. physiological risk.
- B. social risk.
- C. financial risk.
- D. safety risk.
- E. performance risk.*