

Consumer Behavior, 12e (Schiffman/Wisenblit)

Chapter 3 Consumer Motivation and Personality

1) The driving force within individuals that impels them to action is known as _____.

- A) a goal
- B) tension
- C) motivation
- D) a need
- E) personality

Answer: C

Diff: 1

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

2) Motivation is produced by a state of tension, which exists as the result of _____.

- A) peer pressure
- B) environmental forces
- C) satisfied desires
- D) unrealized desires
- E) unfulfilled needs

Answer: E

Diff: 1

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

3) Successful marketers define their markets in terms of _____.

- A) the product the company has decided to produce
- B) the lowest price for which a particular product can be manufactured
- C) the needs they presume to satisfy
- D) the ethnicity of their primary consumers
- E) the geographic location of their primary consumers

Answer: C

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

4) When Procter & Gamble defines its business as "providing branded products and services of quality and value that improve the lives of the world's consumers," they are using a _____.

- A) need-focused definition
- B) product-oriented definition
- C) motivation-oriented definition
- D) personality-oriented definition
- E) production-oriented definition

Answer: A

Diff: 1

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

5) The physiological needs for food, water, and air are called _____ needs.

- A) secondary
- B) innate
- C) acculturated
- D) psychogenic
- E) acquired

Answer: B

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

6) Needs that we learn in response to our parents, social environment, and interactions with the environment are called _____ needs.

- A) primary
- B) biogenic
- C) acculturated
- D) psychological
- E) innate

Answer: D

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

7) _____ are the sought-after results of motivated behavior.

- A) Motivations
- B) Goals
- C) Rewards
- D) Behaviors
- E) Targets

Answer: B

Diff: 1

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

8) _____ are outcomes that consumers seek in order to fulfill their physiological and psychological needs.

- A) Broad-spectrum goals
- B) Objective goals
- C) Generic goals
- D) Subjective goals
- E) Product-specific goals

Answer: C

Diff: 1

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

9) _____ are sought outcomes to be achieved by using a given product or service.

- A) General goals
- B) Objective goals
- C) Generic goals
- D) Subjective goals
- E) Product-specific goals

Answer: E

Diff: 1

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

10) Barry wants a sandwich for lunch. Tom wants a turkey sandwich with lettuce, tomato, and mayonnaise from Subway. Barry has a(n) _____, whereas Tom has a(n) _____.

- A) generic goal; product-specific goal
- B) objective goal; subjective goal
- C) product-specific goal; objective goal
- D) subjective goal; generic goal
- E) product-specific goal; generic goal

Answer: A

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

11) Jill gets good grades because her parents will punish her if she doesn't receive at least a 3.5 GPA. Julia gets good grades because she likes the sense of accomplishment she feels when she gets a straight-A report card. Jill's goal is referred to as a(n) _____, whereas Julia's goal is referred to as a(n) _____.

- A) approach object; avoidance object
- B) avoidance object; defensive object
- C) positive object; negative object
- D) avoidance object; approach object
- E) physical object; psychological object

Answer: D

Diff: 3

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

12) A negative goal is one from which behavior is directed away, and is often referred to as a(n) _____.

- A) declining object
- B) approach object
- C) interactive object
- D) autonomous object
- E) avoidance object

Answer: E

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

13) Needs and goals are _____; neither exists without the other.

- A) independent
- B) interdependent
- C) interactive
- D) autonomous
- E) mutually exclusive

Answer: B

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

14) The category of shopping motivations where consumers do not have an urgent-product need in mind, but go shopping for the personal enjoyment of shopping is known as _____.

- A) recreational shopping
- B) activity-specific shopping
- C) fill-in shopping
- D) demand-specific shopping
- E) self-image shopping

Answer: A

Diff: 3

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

15) Individuals who successfully achieve their goals usually set new and higher goals for themselves; that is, they raise their _____.

- A) levels of self-awareness
- B) social status
- C) levels of aspiration
- D) biogenic needs
- E) motivational state

Answer: C

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

16) Products and services are often evaluated by the size and direction of the gap between _____.

- A) consumer expectations and objective performance
- B) the target market and the income of the average consumer
- C) consumer expectations and product cost
- D) the cost of production and the price at sale
- E) the price of the final product and the company's marketing expenditures

Answer: A

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

17) A(n) _____ can take the place of a primary goal when an individual cannot attain a specific goal or type of goal that is expected to satisfy certain needs.

- A) specific goal
- B) biogenic goal
- C) substitute goal
- D) secondary goal
- E) objective goal

Answer: C

Diff: 3

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

18) Failure to achieve a goal often results in feelings of _____.

- A) achievement
- B) aspiration
- C) self-awareness
- D) personal promotion
- E) frustration

Answer: E

Diff: 1

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

19) Aggression and rationalization are examples of _____ that people sometimes adopt to protect their egos from feelings of failure when they do not attain their goals.

- A) fulfillment mechanisms
- B) defense mechanisms
- C) substitute goals
- D) subjective criteria
- E) secondary behaviors

Answer: B

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

20) An individual may redefine a frustrating situation by assigning blame for his or her own failures and inabilities on other objects or persons. This is known as _____.

- A) aggression
- B) rationalization
- C) withdrawal
- D) projection
- E) regression

Answer: D

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

21) People sometimes resolve frustration by inventing plausible reasons for being unable to attain their goals or deciding that the goal is not really worth pursuing. This is known as _____.

- A) aggression
- B) rationalization
- C) withdrawal
- D) projection
- E) regression

Answer: B

Diff: 2

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

22) According to Murray's list of psychogenic needs, need for dominance/power may conflict with _____.

- A) needs associated with inanimate objects
- B) need for prestige/ambition
- C) need for affiliation/affection
- D) need for achievement
- E) need for information

Answer: C

Diff: 3

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

23) According to Maslow's hierarchy of needs, protection, order, and stability are examples of _____.

- A) self-actualization needs
- B) egoistic needs
- C) social needs
- D) safety and security needs
- E) physiological needs

Answer: D

Diff: 2

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

24) Savings accounts, insurance policies, and education are all means by which individuals satisfy the need for _____.

- A) self-actualization
- B) self-esteem
- C) safety and security
- D) social acceptance
- E) self-fulfillment

Answer: C

Diff: 2

Skill: Application

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

25) According to Maslow, _____ are the first and most basic level of human needs.

- A) egoistic needs
- B) physiological needs
- C) self-actualization needs
- D) safety and security needs
- E) social needs

Answer: B

Diff: 1

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

26) Almost all personal care and grooming products, as well as most clothes, are bought to satisfy _____.

- A) growth needs
- B) physiological needs
- C) social needs
- D) self-actualization needs
- E) safety and security needs

Answer: C

Diff: 3

Skill: Application

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

27) Egoistic needs can take either an inward or an outward orientation, or both. Inwardly directed ego needs reflect an individual's need for _____.

- A) reputation
- B) prestige
- C) self-esteem
- D) recognition from others
- E) status

Answer: C

Diff: 2

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

28) Egoistic needs can take either an inward or an outward orientation, or both. Outwardly directed ego needs reflect an individual's need for _____.

- A) self-acceptance
- B) personal satisfaction with a job well done
- C) reputation
- D) independence
- E) self-esteem

Answer: C

Diff: 2

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

29) According to Maslow's hierarchy-of-needs theory, the need for _____ refers to an individual's desire to fulfill his or her potential.

- A) self-actualization
- B) safety and security
- C) physiological well-being
- D) social acceptance
- E) egoistic fulfillment

Answer: A

Diff: 2

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

30) People with a high _____ tend to be more self-confident, enjoy taking calculated risks, actively research their environments, and value feedback.

- A) need for prestige
- B) need for power
- C) need for affiliation
- D) need for achievement
- E) need for affection

Answer: D

Diff: 2

Skill: Application

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

31) Oftentimes consumer research respondents may be unaware of their motives or are unwilling to reveal them when asked directly. In such situations, researchers use _____ to delve into the consumer's unconscious or hidden motivations.

- A) quantitative techniques
- B) projective techniques
- C) Likert scales
- D) telephone surveys
- E) none of the above

Answer: B

Diff: 3

Skill: Concept

LO: 3.3: To understand the impact of hidden motives on consumer behavior

AACSB: Application of knowledge

32) The psychoanalyst that adapted Freud's psychoanalytical techniques to study motivations and consumer buying habits was _____.

- A) Abraham Maslow
- B) Ernest Dichter
- C) Henry Murray
- D) Karen Horney
- E) Henry Ford

Answer: B

Diff: 3

Skill: Concept

LO: 3.3: To understand the impact of hidden motives on consumer behavior

AACSB: Application of knowledge

33) _____ is based on the premise that consumers are not always aware of the reasons for their actions.

- A) Psychological research
- B) Motivational research
- C) Physiological research
- D) Market research
- E) none of the above

Answer: B

Diff: 2

Skill: Concept

LO: 3.3: To understand the impact of hidden motives on consumer behavior

AACSB: Application of knowledge

34) _____ refers to a person's unique psychological makeup and how it consistently influences the way a person responds to his/her environment.

- A) Self-image
- B) Consumer image
- C) Personality
- D) Mirror image
- E) none of the above

Answer: C

Diff: 1

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

35) The emphasis in the definition of personality is on inner characteristics, which are _____.

- A) those characteristics of an individual that are not readily apparent to others
- B) those characteristics which individuals try to hide from others
- C) those characteristics that distinguish one individual from others
- D) those characteristics that make one individual similar to others
- E) those characteristics that constitute the individual's ideal self-image

Answer: C

Diff: 3

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

36) Knowing why consumers interact with brands online allows marketers to increase engagement that ultimately leads to sales. What motivates consumers to interact with brands over the Internet?

- A) interested in buying and comparing products' features online
- B) find personalizing products fun
- C) receiving good customer service
- D) winning prizes and receiving free product samples
- E) all of the above

Answer: E

Diff: 1

Skill: Application

LO: 3.4: To understand how and why consumers use technology.

AACSB: Information technology

37) In the study of personality, three distinct properties are of central importance. They are _____.

- A) that personality reflects individual differences, personality is consistent and enduring, and personality can change
- B) that personality reflects similarities between individuals, personality is consistent and enduring, and personality can change
- C) that personality reflects individual differences, personality is consistent and enduring, and personality does not change
- D) that personality reflects similarities between individuals, personality is consistent and enduring, and personality does not change
- E) that personality reflects individual differences, personality is inconsistent and fleeting, and personality can change

Answer: A

Diff: 3

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

38) The mother who comments about her teenage son, that her child "has been impulsive from the day he was born," is supporting the contention that personality _____.

- A) is enduring
- B) can change
- C) reflects individual differences
- D) is more apparent in childhood than adulthood
- E) develops as a result of social circumstances

Answer: A

Diff: 2

Skill: Application

LO: 3.5: To understand personality development

AACSB: Application of knowledge

39) Stacy notes that, after her freshman year of college, her daughter is more mature and is willing to listen to points of view other than those with which she agrees. This supports the contention that personality _____.

- A) is consistent
- B) reflects individual differences
- C) can change
- D) is more apparent in childhood than in adulthood
- E) is enduring

Answer: C

Diff: 2

Skill: Application

LO: 3.5: To understand personality development

AACSB: Application of knowledge

40) Sigmund Freud's psychoanalytic theory of personality is built on the premise that _____ are at the heart of human motivations and personality.

- A) social relationships
- B) conscious decision-making processes
- C) efforts to avoid anxiety
- D) efforts to overcome inferiority
- E) unconscious needs or drives

Answer: E

Diff: 1

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

41) According to Freud's theories, the _____ is a conceptualization of the basic biogenic needs for which the individual seeks immediate satisfaction without concern for the specific means of satisfaction.

- A) ego
- B) id
- C) super-id
- D) self-image
- E) superego

Answer: B

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

42) Using sexual imagery to sell a product primarily appeals to Freud's conceptualization of the _____.

- A) ego
- B) self-image
- C) superego
- D) id
- E) super-id

Answer: D

Diff: 2

Skill: Application

LO: 3.5: To understand personality development

AACSB: Application of knowledge

43) According to Freud's theories, the _____ is responsible for ensuring that the individual satisfies needs in a socially acceptable fashion.

- A) superego
- B) id
- C) ego
- D) super-id
- E) self-image

Answer: A

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

44) According to Freud's theories, the _____ functions as an internal monitor that helps balance the impulses stimulated by biogenic needs and the constraints applied by the sociocultural setting.

- A) super-id
- B) self-image
- C) ego
- D) superego
- E) id

Answer: C

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

45) Neo-Freudian theorists believe that _____.

- A) consumption situations are extensions of the consumer's personality
- B) human drives are largely unconscious
- C) social relationships are fundamental to the formation and development of personality
- D) consumers are primarily unaware of their true reasons for making decisions
- E) consumer purchases are a reflection of an individual's personality

Answer: C

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

46) Alfred Adler, a neo-Freudian theorist, believed that _____.

- A) unconscious needs and drives are at the heart of human motivation
- B) people continuously attempt to establish significant and rewarding relationships with others
- C) human beings are seeking to attain various rational goals, which he called style of life
- D) personality is measured in terms of specific psychological characteristics called traits
- E) personality is largely impacted by child-parent relationships and the individual's desire to conquer feelings of anxiety

Answer: C

Diff: 3

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

47) According to Karen Horney, _____ individuals desire independence, self-reliance, and self-sufficiency.

- A) compliant
- B) subversive
- C) aggressive
- D) detached
- E) obtrusive

Answer: D

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

48) Consumer research using Karen Horney's CAD theory found that _____ personalities were less likely to be brand loyal and more likely to try different brands.

- A) submissive
- B) aggressive
- C) detached
- D) compliant
- E) subversive

Answer: C

Diff: 3

Skill: Application

LO: 3.5: To understand personality development

AACSB: Application of knowledge

49) Recent research using Karen Horney's CAD theory found that _____ personalities tend to prefer name-brand products such as Bayer aspirin.

- A) submissive
- B) aggressive
- C) detached
- D) compliant
- E) subversive

Answer: D

Diff: 3

Skill: Application

LO: 3.5: To understand personality development

AACSB: Application of knowledge

50) The degree of a consumer's willingness to adopt new products and services shortly after they have been introduced is known as _____.

- A) consumer ethnocentrism
- B) consumer innovativeness
- C) consumer understanding
- D) consumer perception
- E) consumer materialism

Answer: B

Diff: 1

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

51) Which of the following factors is NOT an inspiration for consumer innovativeness?

- A) functional factors
- B) material factors
- C) hedonic factors
- D) social factors
- E) cognitive factors

Answer: B

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

52) The degree of rigidity towards information and opinion contradictory to one's beliefs and views – or close-mindedness; the opposite of being open-minded – is known as _____.

- A) dogmatism
- B) inner-directedness
- C) social character
- D) innovativeness
- E) need for uniqueness

Answer: A

Diff: 1

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

53) Which of the following is NOT a statement that is illustrative of opinions of an individual with a high need for uniqueness?

- A) I like to seek out unusual gifts for myself.
- B) I enjoy it when others tell me my taste is different or uncommon.
- C) I work at maintaining my own unique persona.
- D) Some of my acquaintances think I'm somewhat weird in my seeking to be different.
- E) All the above are illustrative of an individual with a high need for uniqueness

Answer: E

Diff: 2

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

54) A recent study discovered that consumers who scored high on _____ and innovativeness were more likely to incorporate volunteerism into their vacations.

- A) dogmatism
- B) ethnocentrism
- C) need for cognition
- D) sensation seeking
- E) materialism

Answer: D

Diff: 2

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

55) _____ define themselves by acquiring possessions.

- A) Object visualizers
- B) Spatial visualizers
- C) Highly materialistic consumers
- D) Verbalizers
- E) Highly dogmatic consumers

Answer: C

Diff: 1

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

56) Georgiana collects stationery from hotels and restaurants she has visited around the world. She is passionate about her collection and goes out of her way to acquire more, even if she needs to plan a special trip to do so. This is an example of _____.

- A) ethnocentrism
- B) innovativeness
- C) fixated consumption
- D) materialistic consumption
- E) compulsive consumption

Answer: C

Diff: 3

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

57) Which of the following is NOT a characteristic of compulsive buyers?

- A) Compulsive buyers feel compelled to spend all or part of their money.
- B) Compulsive buyers buy products they do not need despite having little money left.
- C) Compulsive buyers feel others would be horrified if they knew about their shopping habits.
- D) Compulsive buyers are more likely to be males (75% of compulsive buyers).
- E) Compulsive buyers knowingly write checks that will bounce.

Answer: D

Diff: 3

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

58) The likelihood of a consumer accepting or rejecting foreign-made products is known as _____.

- A) consumer ethnocentrism
- B) consumer innovativeness
- C) consumer understanding
- D) consumer perception
- E) consumer materialism

Answer: A

Diff: 1

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

59) When describing consumer innovativeness, the term "global innovativeness" refers to _____.

- A) a pattern of actions or responses that indicate early acceptance of change and adoption of innovations
- B) a high level of demonstrated consumer ethnocentrism
- C) a tendency for innovativeness to exist independent of any context
- D) a high degree of rigidity that an individual displays toward the unfamiliar
- E) a tendency for innovativeness to exist within a very specific domain or product category

Answer: C

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

60) Renee likes to try on some of the newest clothes each season to see how she looks in the styles, and prefers to buy clothes that are very unusual. Renee is best described as _____.

- A) having a high optimum stimulation level
- B) highly dogmatic
- C) highly ethnocentric
- D) having a low optimum stimulation level
- E) minimally ethnocentric

Answer: A

Diff: 2

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

61) "Buy American" and "Keep America Working" are both taglines used by companies to attract the _____ consumer.

- A) dogmatic
- B) ethnocentric
- C) innovative
- D) variety-seeking
- E) compulsive

Answer: B

Diff: 2

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

62) The notion of _____ suggests that consumers attribute various descriptive personality-like traits or characteristics to different brands.

- A) brand personality
- B) consumer dogmatism
- C) consumer innovation
- D) consumer need for cognition
- E) sensation seeking

Answer: A

Diff: 1

Skill: Concept

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

63) _____ is communicating human features of the product in advertising.

- A) Brand zealotry
- B) Extended self
- C) Sophistication
- D) Color
- E) Brand personification

Answer: E

Diff: 2

Skill: Concept

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

64) Which of the following is NOT one of the five underlying dimensions of brand personality?

- A) sophistication
- B) excitement
- C) popularity
- D) affection
- E) cosmopolitanism

Answer: E

Diff: 2

Skill: Concept

LO: 3.7: To understand brand personification.

AACSB: Analytical thinking

65) _____ is how consumers actually see themselves, whereas _____ refers to how consumers would like to see themselves.

- A) Ideal self-image; ideal social self-image
- B) Actual self-image; ideal self-image
- C) Social self-image; self-image
- D) Actual social self-image; ideal social self-image
- E) Ideal self-image; actual social self-image

Answer: B

Diff: 3

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Analytical thinking

66) _____ reflects how consumers would like to see themselves, whereas _____ refers to how consumers would like others to see them.

- A) Ideal self-image; ideal social self-image
- B) Actual self-image; ideal self-image
- C) Social self-image; self-image
- D) Actual social self-image; ideal social self-image
- E) Ideal self-image; actual social self-image

Answer: A

Diff: 3

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

67) Jenna buys a pair of sought-after, vintage Levi jeans to enrich her self-image. Which of the following is NOT one of the ways the possession of the vintage jeans might be viewed as an extension of the self?

- A) ideally
- B) actually
- C) symbolically
- D) by conferring status or rank
- E) by feelings of immortality

Answer: A

Diff: 2

Skill: Application

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

68) Consumers use _____ to attempt to express new versions of themselves and/or to take on the appearances of other types of people.

- A) brand personification
- B) anthropomorphism
- C) vanity
- D) status
- E) self-altering products

Answer: E

Diff: 1

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

69) The type of self-image that characterizes the way consumers see themselves is _____.

- A) actual self-image
- B) ideal self-image
- C) social self-image
- D) ideal social self-image
- E) self-image awareness

Answer: A

Diff: 1

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

70) The type of self-image that characterizes the way consumers would like to see themselves is _____.

- A) actual self-image
- B) ideal self-image
- C) social self-image
- D) ideal social self-image
- E) self-image awareness

Answer: B

Diff: 1

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

71) The type of self-image that characterizes the way consumers feel others see them is _____.

- A) actual self-image
- B) ideal self-image
- C) social self-image
- D) ideal social self-image
- E) self-image awareness

Answer: C

Diff: 1

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

72) The type of self-image that characterizes the way consumers would like others to see them is _____.

- A) actual self-image
- B) ideal self-image
- C) social self-image
- D) ideal social self-image
- E) self-image awareness

Answer: D

Diff: 1

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

WEIGHT LOSS MINI CASE: Gloria sees herself as being a bit heavy and has made a New Year's resolution to lose 10 pounds by Memorial Day. She receives a postcard in the mail from her local gym chain that specializes in women's fitness. The advertisement suggests that the chain is fun and welcoming — a place where women can work out comfortably with friends, in contrast to the potentially intimidating environments at other gyms. After consulting a few friends, she decides to join. She is particularly excited to try the various group classes the gym offers, many of which she has never heard of before.

73) In the WEIGHT LOSS MINI CASE, Gloria sees herself as being a bit heavy. This is Gloria's _____.

- A) social self-image
- B) "ought-to" self
- C) extended self
- D) expected self-image
- E) actual self-image

Answer: E

Diff: 2

Skill: Application

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

74) In the WEIGHT LOSS MINI CASE, "fun and welcoming" describes the local gym's _____.

- A) brand personification
- B) dogmatism
- C) brand personality
- D) expected self-image
- E) extended self

Answer: C

Diff: 2

Skill: Application

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

75) In the WEIGHT LOSS MINI CASE, Gloria is particularly excited to try new and different group exercise classes. Gloria is probably best described as _____.

- A) highly ethnocentric
- B) highly dogmatic
- C) inner-directed
- D) novelty seeking
- E) high in her need for cognition

Answer: D

Diff: 2

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

FURNITURE MINI CASE: Andrews Mountain Furniture is a manufacturer of home furnishings in eastern North Carolina. Andrews has been in business for 150 years and its advertising emphasizes the company's long history of production and sales in the United States. It also encourages cross-generational brand loyalty within families by suggesting adults should buy the same furniture that their parents had in their homes.

76) In the FURNITURE MINI CASE, by encouraging consumers to remain loyal to the brands to which their parents were loyal, Andrews Mountain is appealing to consumers with low _____.

- A) dogmatism
- B) ethnocentricity
- C) need for cognition
- D) inner-directedness
- E) need for uniqueness

Answer: E

Diff: 3

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

77) In the FURNITURE MINI CASE, Andrews Mountain Furniture is most likely to appeal to consumers who are _____ and value tradition over novelty.

- A) low in ethnocentricity
- B) low in dogmatism
- C) high in dogmatism
- D) sensation seekers
- E) novelty seekers

Answer: C

Diff: 3

Skill: Application

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

NAIL POLISH MINI CASE: Charles Revson, builder of the Revlon cosmetics empire, began as a manufacturer of nail polish. In order to expand the market for nail polish, he positioned nail polish as a fashion accessory, introducing new colors every year and suggesting that a woman's nail polish should match her clothing, moods, and social situations. Competing on the basis of perceived quality and greater satisfaction of women's needs for fantasy and attention, Revson understood that he was not selling women mere nail lacquer, but the fantasy that nail polish would attract attention and bestow class and glamour on the user.

78) In the NAIL POLISH MINI CASE, Jenny wants a bottle of Revlon Berry Bon Bon nail polish to match her new sweater. This is an example of a _____.

- A) generic goal
- B) general goal
- C) needs-driven goal
- D) product-specific goal
- E) subjective goal

Answer: D

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

79) In the NAIL POLISH MINI CASE, Patti wants to paint her nails in order to be more attractive. This is an example of a(n) _____ goal

- A) negative
- B) avoidance objects
- C) utilitarian
- D) approach objects
- E) prevention-focused

Answer: D

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

WEIGHT LOSS MINI CASE: Peter has decided that he wants to lose weight and develop a more defined physique in order to make himself more attractive to women. To this end, he joins a gym and begins eating low-fat, low-calorie foods. In particular, he cuts potato chips out of his diet and packs fruit in his lunch instead. After a few weeks, Peter decides that he actually prefers fruit with his lunch.

80) In the WEIGHT LOSS MINI CASE, the desire to be attractive to women is Peter's _____.

- A) goal
- B) target
- C) tension
- D) motivation
- E) need

Answer: D

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

81) In the WEIGHT LOSS MINI CASE, Peter's motivation is in a(n) _____ direction.

- A) negative
- B) subjective
- C) positive
- D) objective
- E) intrinsic

Answer: C

Diff: 3

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

82) In the WEIGHT LOSS MINI CASE, Peter's goal is best described as a(n) _____.

- A) approach object
- B) ideal
- C) biogenic need
- D) avoidance object
- E) ought object

Answer: A

Diff: 3

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

83) In the WEIGHT LOSS MINI CASE, when Peter decides that he prefers fruit to potato chips with his lunch, this is an example of a(n) _____.

- A) approach goal
- B) substitute goal
- C) avoidance goal
- D) biogenic goal
- E) primary goal

Answer: B

Diff: 3

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

84) In the WEIGHT LOSS MINI CASE, after several weeks of exercising, Peter is still not seeing the desired results and decides that he is just too busy to go to the gym enough, and that his employer is really to blame for his failure to lose weight. Which of the following defense mechanisms has Peter demonstrated?

- A) rationalization
- B) projection
- C) repression
- D) aggression
- E) withdrawal

Answer: B

Diff: 3

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

85) When L'Oreal appeals to self-esteem with the tagline, "Because you're worth it," they are appealing to physiological needs.

Answer: FALSE

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

86) Marketers can take advantage of people's frustrations by portraying their products as means to resolve a particular set of frustrations.

Answer: TRUE

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

87) When the Kaplan Bar Review course tells prospective law students they can "conquer the bar" or achieve a goal by taking the Kaplan course, they are trying to trigger a product-specific goal.

Answer: TRUE

Diff: 2

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

88) According to Maslow, individuals seek to satisfy higher-level needs before lower-level needs emerge.

Answer: FALSE

Diff: 1

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

89) According to Maslow, once a lower-level need is met, it never becomes dominant again.

Answer: FALSE

Diff: 2

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

90) The achievement need suggests that behavior is strongly influenced by the desire for friendship, acceptance, and belonging.

Answer: FALSE

Diff: 2

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

91) Murray's Psychogenic Needs includes power, affiliation, and achievement.

Answer: TRUE

Diff: 1

Skill: Concept

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

92) Researchers usually rely on a combination of various research techniques to try to establish the presence and strength of various motives.

Answer: TRUE

Diff: 2

Skill: Application

LO: 3.3: To understand the impact of hidden motives on consumer behavior

AACSB: Application of knowledge

93) As consumption becomes technology driven, marketers have become more interested in individuals who post comments online.

Answer: TRUE

Diff: 1

Skill: Application

LO: 3.4: To understand how and why consumers use technology.

AACSB: Application of knowledge

94) Bloggers influence other consumers, because people perceive both positive and negative reviews from other consumers as more credible information than advertisements.

Answer: TRUE

Diff: 1

Skill: Application

LO: 3.4: To understand how and why consumers use technology.

AACSB: Information technology

95) Marketers are able to change consumers' personalities to conform to their products.

Answer: FALSE

Diff: 1

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

96) According to Freud, the superego acts to restrain or inhibit the impulsive forces of the id.

Answer: TRUE

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

97) Compliant individuals are those who move against others; they desire to excel and win admiration.

Answer: FALSE

Diff: 2

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

98) Personality traits are characteristics that set people apart from one another.

Answer: TRUE

Diff: 1

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

99) People who are high in dogmatism are more likely to prefer innovative products to established or traditional alternatives.

Answer: FALSE

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

100) Consumers whose actual lifestyles are equivalent to their OSL scores are likely to seek rest or relief.

Answer: FALSE

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

101) The extent of consumer materialism is more or less the same from country to country.

Answer: FALSE

Diff: 3

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Diverse and multicultural work environments

102) Variety seeking measures a person's craving for or enjoyment of thinking.

Answer: FALSE

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

103) Examples of compulsive consumption include eating disorders, shopping, gambling, and alcoholism.

Answer: TRUE

Diff: 1

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

104) Coca-Cola is associated with the color red, which connotes excitement.

Answer: TRUE

Diff: 2

Skill: Application

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

105) Consumers who have strong links to particular brands see such brands as representing an aspect of themselves.

Answer: TRUE

Diff: 2

Skill: Concept

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

106) People who are preoccupied with their self-worth and have a negative view of people (high anxiety and high avoidance) prefer exciting brand personalities, while those with high anxiety and a favorable view of people prefer sincere brand personalities.

Answer: TRUE

Diff: 3

Skill: Concept

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

107) Incorporating personality traits into websites' designs can generate more favorable attitudes from visitors and more clicks.

Answer: TRUE

Diff: 2

Skill: Application

LO: 3.7: To understand brand personification.

AACSB: Application of knowledge

108) Harley-Davidson motorcycle owners who go so far as getting Harley tattoos and VW Beetle owners who give their cars names and stroke them with affection are examples of brand zealots.

Answer: TRUE

Diff: 2

Skill: Application

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

109) Physical vanity is excessive concern or inflated view of one's personal achievements.

Answer: TRUE

Diff: 2

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

110) How do motivations drive consumer behavior?

Answer: Motivations are the driving force that impels consumers to act. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Therefore, individuals consciously and subconsciously take on behaviors that they anticipate will fulfill their needs and relieve them from the state of stress they feel. Consumers take on behaviors to satisfy their needs based on their individual thinking and learning, as well as their perceptions. Marketers must view motivation as the force that induces consumption.

Diff: 3

Skill: Concept

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

111) Give an example of a generic goal, and an example of a product-specific goal.

Answer: Here the student may cite any examples of generic goals such as wanting to get a college degree from a 4-year college, versus a product-specific goal such as obtaining a degree from a certain university.

Diff: 1

Skill: Application

LO: 3.1: To understand how motives, needs, and goals shape consumer behavior

AACSB: Application of knowledge

112) Discuss the theory that Abraham Maslow formulated with regard to human needs. Identify the advantages and disadvantages of Maslow's hierarchy-of-needs theory.

Answer: Abraham Maslow formulated a widely accepted theory based on the notion of a universal hierarchy of human needs. Maslow identifies five basic levels of human needs, which rank in order of importance from lower-level biogenic needs to higher-level psychogenic needs. The theory postulates that individuals seek to satisfy lower-level needs before higher-level needs emerge. The lowest level of chronically unsatisfied need that an individual experiences serves to motivate his or her behavior.

Maslow ranked the needs in order. The lowest level of needs are the physiological needs such as the need for food, air, and shelter, then come the safety and security needs; the need for protection, order, and stability. Social needs act as motivators when safety and security needs are met – the need for affection, friendship, and belonging. The needs that emerge after that are the egoistic needs – the need for power, prestige, and self-esteem. The highest need that, according to Maslow, most people never seem to fulfill, is the self-actualization need – the need for self-fulfillment.

The major problem with Maslow's hierarchy-of-needs theory is that it cannot be tested empirically – there is no way to measure precisely how satisfied one level of need must be before the next higher need becomes operative. The need hierarchy also appears to be very closely bound to our contemporary American culture.

Despite these concerns, the theory is still useful as a framework for developing advertising appeals for products. It enables marketers to focus their advertising appeals on a need level that is likely to be shared by a large segment of the target audience. It also facilitates product positioning and repositioning.

Diff: 3

Skill: Application

LO: 3.2: To understand the system of classifying needs.

AACSB: Application of knowledge

113) Talk about Freud's psychoanalytic theory of personality. How do the three systems he proposed interact?

Answer: Sigmund Freud's psychoanalytic theory of personality is a cornerstone of modern psychology. It was built on the premise that unconscious needs and drives, especially sexual and biological, are at the heart of human motivation and personality.

Based on this theory, Freud proposes that human personality consists of three interacting systems: the id, the superego, and the ego. The id is the warehouse of primitive and impulsive drives, such as hunger, thirst, and sex, for which individuals seek immediate satisfaction. The superego is the individual's internal expression of society's moral and ethical codes of conduct. Its role is to see that individuals satisfy their needs in a socially acceptable fashion. The ego is the conscious control. It functions as an internal monitor that attempts to balance the impulsive demands of the id and the sociocultural constraints of the superego.

Diff: 3

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

114) What did Karen Horney, a neo-Freudian theorist, propose with respect to personality?

Answer: Karen Horney focused on the impact of parent-child relationships and the individual's desire to conquer feelings of anxiety. She proposed the CAD theory, in which she stated that individuals can be classified into three personality groups: compliant, aggressive, and detached.

Compliant personalities are those who move towards others. Aggressive individuals are those who move against others. Detached personalities are those who move away from others.

Diff: 1

Skill: Concept

LO: 3.5: To understand personality development

AACSB: Application of knowledge

115) What is consumer innovativeness, and how does it relate to personality and consumer behavior?

Answer: Consumer innovators are those consumers who are likely to be first to try new products, services, and practices. Those with a high level of innovativeness are of major concern and interest to marketers because they many times determine the success or failure of new products, especially new product categories.

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

116) What are some general characteristics of materialistic people?

Answer: Materialistic people value acquiring possessions and showing them off. They are particularly self-centered and selfish; they seek lifestyles full of possessions and hope for greater happiness and satisfaction by acquiring more possessions.

Diff: 2

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

117) What is consumer ethnocentrism? Cite some examples.

Answer: It is a predisposition to accept (or reject) foreign made products. Consumers who are highly ethnocentric are likely to feel that it is inappropriate or wrong to purchase foreign made products for many reasons, mainly economic, but also for political and social reasons.

A student may offer a variety of examples mentioned in the text or others from personal experience.

Diff: 1

Skill: Concept

LO: 3.6: To understand how personality traits shape consumer behavior.

AACSB: Application of knowledge

118) A variety of different self-images have been recognized in consumer behavior. Talk about four kinds of self-image.

Answer: First, the actual self-image is how a consumer sees themselves in reality. Second, the ideal self-image is how consumers would like to see themselves. Third, the social self-image is how consumers feel others see them. Fourth, ideal social self-image is how the consumer would like others to see them.

The student may offer other types of self-image.

Diff: 1

Skill: Concept

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge

119) Identify the ways in which possessions can extend the self.

Answer: Much human emotion can be connected to valued possessions. In such cases, possessions are considered extensions of the self. Possessions can extend the self in a number of ways: (1) *actually*, by allowing the person to do things that otherwise would be very difficult or impossible to accomplish; (2) *symbolically*, by making the person feel better or "bigger"; (3) by *conferring status or rank*; (4) by *bestowing feelings of immortality* by leaving valued possessions to young family members.

Diff: 2

Skill: Application

LO: 3.8: To understand the impact of self-image on consumer behavior.

AACSB: Application of knowledge