

Chapter 1—Understanding Consumer Behavior

TRUE/FALSE

1. In the introduction featuring Panera Bread, the 10 million customers who belong to their loyalty program make over 40 percent of all Panera purchases.

ANS: T PTS: 1 REF: p. 2 NAT: AACSB: Analytic

2. Consumer behavior is the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units over time.

ANS: T PTS: 1 REF: p. 2 NAT: AACSB: Analytic

3. Consumer behavior is a static process.

ANS: F PTS: 1 REF: p. 5 NAT: AACSB: Analytic

4. Each household spends on average \$138 per day on goods in services (U.S. average).

ANS: T PTS: 1 REF: p. 6 NAT: AACSB: Analytic

5. Broad themes that affect acquisition, usage, and disposition decisions are: the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes.

ANS: T PTS: 1 REF: p. 10 NAT: AACSB: Analytic

6. The four domains of consumer behavior are: sociological, the process of making decisions, the consumer's social status, and consumer behavior outcomes.

ANS: F PTS: 1 REF: p. 10 NAT: AACSB: Analytic

7. In consumer behavior, recognizing a problem occurs when consumers realize they have an unfilled need.

ANS: T PTS: 1 REF: p. 12 NAT: AACSB: Analytic

8. Consumer behavior outcomes include the symbolic use of products and the diffusion of ideas, products, or services through a market.

ANS: T PTS: 1 REF: p. 13 NAT: AACSB: Analytic

9. Anjala is an avid marathon runner and meets Katy, who also runs. They may consider each other as part of their reference group for running related products or services.

ANS: T PTS: 1 REF: p. 12 NAT: AACSB: Analytic

10. One reason marketers study consumer behavior is because it helps them to create new products.

ANS: T PTS: 1 REF: p. 16 NAT: AACSB: Analytic

11. Research indicates that we understand the differences between brands better when we can view a chart, matrix, or grid comparing brands and their attributes.

ANS: T PTS: 1 REF: p. 17 NAT: AACSB: Analytic

12. It is necessary to understand consumers' disposition behaviors when advocating recycling programs.

ANS: T PTS: 1 REF: p. 18 NAT: AACSB: Analytic

13. Before buying a product, consumers often have an idea of the worth of that product.

ANS: T PTS: 1 REF: p. 23 NAT: AACSB: Analytic

14. Usage is at the core of consumer behavior.

ANS: T PTS: 1 REF: p. 4 NAT: AACSB: Reflective

15. Understanding how consumers comprehend and categorize information is important to recognizing and guarding against misleading advertising.

ANS: T PTS: 1 REF: p. 17 NAT: AACSB: Communication

MULTIPLE CHOICE

16. The consumer behavior field looks at
- how consumers are the most important element of the marketing mix.
 - the totality of consumers' decisions with respect to acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by human decision-making units over time.
 - only the behavior of consumers while in a retail environment.
 - the purchases of tangible goods but not services.
 - the persuasion of individuals to increase consumption at one period of time.

ANS: B PTS: 1 REF: p. 3 NAT: AACSB: Analytic

17. The ____ field is one that looks at the totality of consumers' decisions with respect to acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units over time.
- anthropology
 - consumer behavior
 - economics
 - psychology
 - customer management

ANS: B PTS: 1 REF: p. 3 NAT: AACSB: Analytic

18. An offering is a product, service, activity, or idea
- that is acquired but not used by consumers.
 - that is used but not acquired by consumers.
 - marketed by a firm but not yet available in the marketplace.
 - offered by a marketing organization to consumers.
 - in the marketplace but not yet accepted by consumers.

ANS: D PTS: 1 REF: p. 4 NAT: AACSB: Analytic

19. The process by which a consumer comes to obtain an offering is known as
- usage.
 - disposition.
 - offering.
 - acquisition.
 - ostentation.

ANS: D PTS: 1 REF: p. 4 NAT: AACSB: Analytic

20. Thanksgiving products are an example of how ____ has symbolic implications.
- usage
 - disposition
 - offering
 - acquisition
 - marketer-control

ANS: A PTS: 1 REF: p. 4 NAT: AACSB: Analytic

21. Spreading negative word-of-mouth is an example of how consumers' usage of a product
- can influence other consumer behaviors.
 - impacts disposition.
 - has hedonic implications for acquisition.
 - has symbolic implications for disposition.
 - will lead to other offerings in the marketplace.

ANS: A PTS: 1 REF: p. 4 NAT: AACSB: Communication

22. I carefully recycle all of my paper and plastics after using them. In consumer behavior, this is referred to as
- conspicuous consumption.
 - conspicuous acquisition.
 - relevant marketing.
 - disposition behavior.
 - gestation.

ANS: D PTS: 1 REF: p. 4 NAT: AACSB: Analytic

23. Studying this type of consumer behavior allows marketers to provide a need for customers who are concerned about what to do with a product after usage.
- Usage
 - Disposition
 - Acquisition
 - Product
 - Switching

ANS: B PTS: 1 REF: p. 4 NAT: AACSB: Analytic

24. Mike searches carefully for his coffee beans before buying. He has many uses for the coffee after purchasing. He makes coffee, coffee ice cream, and coffee cake. After using the coffee, Nate uses the grinds in the garden. Mike's behavior is an example of consumer behavior as a
- static process.
 - randomized process.
 - dynamic process.
 - series of fixed outcomes.

e. process that focuses primarily on acquisition.

ANS: C

PTS: 1

REF: p. 5

NAT: AACSB: Analytic

25. The consumer behavior process occurs over time as the consumer acquires, uses and disposes of the product. This is part of
- a one-way process.
 - a process isolated by active behaviors that are reactive.
 - the memory network.
 - a dynamic process.
 - the judgment framework.

ANS: D

PTS: 1

REF: p. 5

NAT: AACSB: Analytic

26. Sometimes there are many people involved in an acquisition decision and they may take on different roles. Russell and his family are buying a new big-screen television. He has research different brands, models and prices of televisions from the Internet. Russell's role in the group decision would be the role of the ____.
- buyer
 - information gatherer
 - influencer
 - disposer
 - user

ANS: B

PTS: 1

REF: p. 5

NAT: AACSB: Analytic

27. The first decision Zach must make about dessert after dinner is most likely
- why to get dessert.
 - when to get dessert.
 - whether to get dessert.
 - what to get for dessert.
 - how long he should spend eating dessert.

ANS: C

PTS: 1

REF: p. 5

NAT: AACSB: Analytic

28. All of the following are ways of acquiring an offering except
- buying.
 - borrowing.
 - finding.
 - dispensing.
 - bartering.

ANS: D

PTS: 1

REF: p. 5-6

NAT: AACSB: Analytic

29. Disposable cameras were a flop at first. Consumers doubted that they could take good pictures. When disposable cameras were repositioned "for those who forgot their camera on vacation" or "for those who do not want to ruin their expensive camera on the beach or slopes" sales increased. This could be best thought of as a successful example of marketers understanding
- how consumers dispose of cameras.
 - why consumers acquire cameras.
 - media marketing techniques.
 - the limits of disposable optical engineering.
 - the information search process.

ANS: B

PTS: 1

REF: p. 7

NAT: AACSB: Reflective

30. George's manager's birthday is tomorrow. As George shops online, he must think of something to buy for her. What is the primary difference between the decisions he will make now and those he would make when purchasing for himself?
- a. Disposal is involved in the process.
 - b. The brand name of the products is involved.
 - c. There are purchasing situational differences.
 - d. There are advertising viewing differences.
 - e. One individual must assess another individual's wants.

ANS: E

PTS: 1

REF: p. 7

NAT: AACSB: Reflective

31. Kim agreed to give a professional massage in return for a haircut. This is an example of
- a. buying.
 - b. borrowing.
 - c. finding.
 - d. dispensing.
 - e. bartering.

ANS: E

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

32. Borrowing
- a. is a symbolic form of gift giving.
 - b. follows the disposition phase of consumer behavior.
 - c. affects why consumers use the product.
 - d. is a form of acquisition that is a major problem for retailers.
 - e. is a consumer behavior that does not concern marketers.

ANS: D

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

33. A retailer gives cash or credit toward a better video game in return for a customer's older game. This transaction is known as
- a. purchasing.
 - b. consumption.
 - c. gift giving.
 - d. trading.
 - e. borrowing.

ANS: D

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

34. A big product-usage problem for marketers is that consumers become dissatisfied because
- a. the product is used incorrectly.
 - b. too little of the product is used.
 - c. too much of the product is used.
 - d. the product is used at the wrong time.
 - e. the product is not used for a sufficiently long period of time.

ANS: A

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

35. Tomas realized that his tennis racket was no longer serving him the way it used to. In order to dispose of this offering, he has a choice to
- a. acquire the item permanently, keep it safe, or get rid of it permanently.
 - b. dispose of the item, acquire it, or get rid of it temporarily.
 - c. find a new use for the item, get rid of it temporarily, or get rid of it permanently.
 - d. acquire the item temporarily, dispose of it, or keep it.
 - e. acquire the item, keep it, or get rid of it temporarily.

ANS: C

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

36. Some consumers are interested in collecting rather than _____ items, even if the items no longer serve a functional purpose.
- renting
 - disposing
 - bartering
 - borrowing
 - trading

ANS: B

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

37. Curtis collects Pepsi and Coke bottles. He also uses old cola to clean the rust off his car. These are two examples of how to
- dispose of a product.
 - keep an item after it has lost its original usage.
 - collect items in creative ways.
 - get rid of items temporarily.
 - get rid of items permanently.

ANS: B

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

38. The "orange juice isn't just for breakfast anymore" campaign is an example of
- encouraging the collection of products.
 - changing why people use orange juice.
 - changing how people use orange juice.
 - changing whether people use orange juice.
 - affecting when people use orange juice.

ANS: E

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

39. The advent of 24-hour grocery stores, health clubs, and catalog ordering systems are all examples of the provision of
- flexibility in the timing of acquisitions.
 - interactive marketing.
 - chain-store marketing.
 - easily accessed disposal.
 - expanded product usage and functions.

ANS: A

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

40. E-commerce, high-end vending machines, and mobile commerce are all examples of
- symbolic consumption.
 - new technology that changes the types of products that consumers will order.
 - changes in information technology affecting where we can acquire goods.
 - new technology that primarily affects the disposal of products.
 - examples of personal selling.

ANS: C

PTS: 1

REF: p. 8

NAT: AACSB: Technology

41. Antacid marketers find their best sales period is during the Christmas holiday season, when consumers do just a little too much indulging. This is an example of
- seasonal sales promotions.
 - seasonal variations in consumption.
 - cycles in the disposition process.

- d. the dynamic process of consumer behavior.
- e. the unusually large effect of mass-consumer purchasing on the digestive process.

ANS: B PTS: 1 REF: p. 8 NAT: AACSB: Analytic

42. The increase in the home delivery of food, videos, and convenience goods most directly affects
- a. increasing prices.
 - b. developing smaller package sizes.
 - c. stimulating negative word-of-mouth.
 - d. where consumption is done.
 - e. using generic brand names.

ANS: D PTS: 1 REF: p. 9 NAT: AACSB: Analytic

43. An advertising campaign suggested multiple uses of baking soda. This is an example of increasing frequency of usage to
- a. decrease product sales.
 - b. increase brand awareness.
 - c. affect the way in which we acquire goods.
 - d. increase product sales.
 - e. increase consumer awareness of the product category.

ANS: D PTS: 1 REF: p. 8 NAT: AACSB: Communication

44. Baby shampoo advertising that includes adults using the product may help increase sales by suggesting the consumer
- a. use the product more frequently.
 - b. use larger amounts of the product.
 - c. use the product for longer periods of time.
 - d. use the product in a different location.
 - e. purchase the product in a different location.

ANS: C PTS: 1 REF: p. 8 NAT: AACSB: Communication

45. In testing the consumption of tortilla chips, a company discovers that many consumers will eat an entire five-ounce bag in one sitting. What additional knowledge of consumers' usage could increase the company's sales?
- a. New biodegradable packaging is developed to appeal to an environmentally conscious segment of consumers.
 - b. Humorous advertising campaign increases awareness of the brand.
 - c. Research shows that consumers will also eat a seven-ounce bag in one sitting.
 - d. Tests determine that increasing the size of the logo on the package better connects the product with advertisements.
 - e. Small drops in price bring large increases in sales.

ANS: C PTS: 1 REF: p. 9 NAT: AACSB: Reflective

46. Compulsive theft, spending, gambling, and eating are examples of consumers engaging in
- a. unique methods of disposal of products.
 - b. excessive acquisition.
 - c. illegal activities in the purchase of goods.
 - d. excessive consumer motivation.
 - e. behaviors that will reduce product usage in the long run.

ANS: B PTS: 1 REF: p. 9 NAT: AACSB: Analytic

47. All of the following are domains of consumer behavior except
- the psychological core.
 - the process of making decisions.
 - the consumer's culture.
 - consumer behavior outcomes.
 - behavior within the firm.

ANS: E

PTS: 1

REF: p. 9

NAT: AACSB: Analytic

48. A consumer wants to purchase a new automobile because hers got stolen. This consumer probably has a high level of
- ability.
 - perception.
 - motivation.
 - exposure.
 - opportunity.

ANS: C

PTS: 1

REF: p. 9

NAT: AACSB: Analytic

49. A consumer wants to purchase a new automobile. Since she is on vacation and has some free time, she has the ____ to learn as much as possible about her decision.
- ability
 - perception
 - motivation
 - exposure
 - opportunity

ANS: E

PTS: 1

REF: p. 9

NAT: AACSB: Analytic

50. A consumer wants to purchase a new automobile. Having three years of experience as an amateur auto mechanic, she has the ____ to learn as much as possible about her decision.
- ability
 - perception
 - motivation
 - exposure
 - opportunity

ANS: A

PTS: 1

REF: p. 9

NAT: AACSB: Analytic

51. Claire wants to go on a hiking trip to Colorado. She has been climbing with her family for several years and now she is off from school for the summer. As an internal consumer process, this is an example of having
- motivation, ability, and opportunity.
 - exposure, disposal, and memory.
 - acquisition, usage, and disposal.
 - perceptiveness, retention, and memory.
 - exposure, disposal, and retention.

ANS: A

PTS: 1

REF: p. 10

NAT: AACSB: Analytic

52. Kimberly is very motivated to choose a good location for her hiking trip during her Spring Break vacation. Before Kimberly decides on how to go on her hiking trip, she must first make sure she has ____ information.
- perception of
 - attention to

- c. a good attitude toward
- d. exposure to
- e. psychological insight toward

ANS: D PTS: 1 REF: p. 10 NAT: AACSB: Communication

53. Even if consumers are exposed to information about a product, there must first be ____ in order for it to have an effect.
- a. exposure
 - b. perception
 - c. ability
 - d. opportunity
 - e. a psychological core

ANS: B PTS: 1 REF: p. 10 NAT: AACSB: Communication

54. Benjamin was exposed to an ad for a new brand of potato chips, but only motivation will lead him to
- a. be exposed.
 - b. perception.
 - c. disposition.
 - d. pay attention.
 - e. the psychological core.

ANS: D PTS: 1 REF: p. 10 NAT: AACSB: Communication

55. Nathan would only travel to San Clemente if he considered it a weekend trip and not a long vacation. Thus, it depended on
- a. whether he comprehended the choices that were available in his consideration set.
 - b. if he paid attention to the choices.
 - c. how he categorized the product with respect to other choices.
 - d. how he modified the information that was available to him.
 - e. if he retrieved the information correctly.

ANS: C PTS: 1 REF: p. 10 NAT: AACSB: Analytic

56. Attitudes do not
- a. change.
 - b. form from exposure to information.
 - c. relate to choice.
 - d. form from exposure to advertising.
 - e. always predict behavior.

ANS: E PTS: 1 REF: p. 10 NAT: AACSB: Analytic

57. Problem recognition occurs when we
- a. form an attitude.
 - b. form affect toward an object.
 - c. expose ourselves to persuasive information.
 - d. realize that we have an unfulfilled need.
 - e. categorize information in a schematic framework.

ANS: D PTS: 1 REF: p. 11 NAT: AACSB: Analytic

58. An auto manufacturer starts an advertising campaign that stresses the benefits of purchasing a new car every five years so that consumers who are driving an older car will start to want to purchase an automobile. This is an example of a company appealing to what phase of the consumer decision-making process?
- a. recognition and recall
 - b. categorization and comprehension
 - c. consumer behavior outcomes
 - d. problem recognition
 - e. exposure and perception

ANS: D

PTS: 1

REF: p. 11

NAT: AACSB: Communication

59. Whitney has decided to have her ears pierced so that she could wear pretty earrings. However, after the piercing, her ears became infected. Her expectations of the experience were not met, thus Whitney was
- a. satisfied.
 - b. complacent.
 - c. dissatisfied.
 - d. evaluative.
 - e. normative.

ANS: C

PTS: 1

REF: p. 11

NAT: AACSB: Analytic

60. Jud considers many criteria when purchasing a new mouse for his computer. He wants it to be comfortable, functional, and reflect his personality. He always considers every choice before making a decision. This decision is known as a(n)
- a. acquisition disposal loop.
 - b. long-term memory retrieval process.
 - c. high-effort judgment and decision-making process.
 - d. categorization and comprehension process.
 - e. memory formation process.

ANS: C

PTS: 1

REF: p. 11

NAT: AACSB: Analytic

61. Corbyn is nine years old and wants to be a professional football player when he grows up. He tries to emulate the behavior of National Football League (NFL) stars and pays attention to ads that use NFL players as spokespersons. In marketing terms, NFL players are ____ to Clarke.
- a. a reference group
 - b. a lifestyle emulator
 - c. a motivational icon
 - d. a subculture
 - e. really, really cool

ANS: A

PTS: 1

REF: p. 12

NAT: AACSB: Analytic

62. Reference groups are a group of people
- a. we go to when we want to increase our knowledge of social influence.
 - b. we compare ourselves to for information about ourselves.
 - c. who are experts to whom we can ask brand and product information.
 - d. who are subcultural groups.
 - e. who are friends or who can refer us to people who will help.

ANS: B

PTS: 1

REF: p. 12

NAT: AACSB: Analytic

63. Jim had a group of people to which he always compared himself for information about life, what to buy, who to date, etc. These people can be best thought of as a(n)

- a. articulation network.
- b. reference group.
- c. ethnic group.
- d. social support group.
- e. subcultural framework.

ANS: B PTS: 1 REF: p. 12 NAT: AACSB: Analytic

64. The external signs we use, consciously or unconsciously, to express our identity are known as
- a. personal signs.
 - b. consumption networks.
 - c. social flags.
 - d. open signals.
 - e. symbols.

ANS: E PTS: 1 REF: p. 15 NAT: AACSB: Analytic

65. In developing marketing strategies and tactics, marketing managers must first
- a. understand consumer needs and wants.
 - b. formulate strategy.
 - c. attend to distribution.
 - d. eliminate the focus on finance in the company.
 - e. advertise to maximize exposure.

ANS: A PTS: 1 REF: p. 16 NAT: AACSB: Analytic

66. Prices tend to end in .99 mainly because this price
- a. is the MSRP's suggestion.
 - b. is mandated by the MSRP.
 - c. enhances perception of product quality.
 - d. is perceived by consumers to be cheaper.
 - e. is the default by retail managers.

ANS: D PTS: 1 REF: p. 20 NAT: AACSB: Analytic

67. Individuals who band together to protest increasingly loose morals and mocking of families on television shows are best known as a(n)
- a. consumer cooperative.
 - b. rating band.
 - c. regulator.
 - d. advocacy group.
 - e. public service.

ANS: D PTS: 1 REF: p. 14 NAT: AACSB: Analytic

68. The Federal Trade Commission protects consumers from deceptive advertising by studying how consumers perceive and comprehend marketing communications. The FTC seeks:
- a. more transparent disclosure of what consumer information is being collected and how it will be used.
 - b. to eliminate cusswords on radio stations including XM.
 - c. an advocacy group understanding consumer behavior to protest unfair marketing.
 - d. reference group members to study online newspapers impact of offline subscriptions.
 - e. a way to monitor e-commerce.

ANS: A PTS: 1 REF: p. 15 NAT: AACSB: Communication

69. To recognize and guard against misleading advertising, it is most important to
- understand the acquisition process.
 - understand how consumers comprehend and categorize information.
 - target the market.
 - understand high-involvement consumer choice and judgment processes.
 - alter the memory formation process.

ANS: B PTS: 1 REF: p. 16 NAT: AACSB: Analytic

70. In marketing, positioning refers to
- where the brand is placed on the stores' shelves.
 - how the consumer perceives the brand in relation to the competition.
 - where to place marketing communications for a brand so it capture the consumer's attention.
 - how to develop attractive packaging to entice consumers to try the brand.
 - None of these choices is true.

ANS: B PTS: 1 REF: p. 18 NAT: AACSB: Analytic

71. For many years Excedrin has developed marketing communications that stress how effective it is as a headache medicine. What type of marketing strategy is Excedrin using?
- co-branding
 - product placement
 - product positioning
 - brand extension
 - perceptual mapping

ANS: C PTS: 1 REF: p. 18 NAT: AACSB: Communication

72. Every year millions of smokers attempt to quit the habit, but relatively few succeed. To help smokers quit, pharmaceutical companies developed the nicotine patch. In this situation, an understanding of consumer behavior helped to
- segment the market into homogenous groupings of consumer needs and wants.
 - aid consumers in the product attribute retrieval process.
 - determine consumer satisfaction with the attributes of a product.
 - select a target market from among numerous segments.
 - develop a new product.

ANS: E PTS: 1 REF: p. 18 NAT: AACSB: Analytic

73. Diet Coke had a makeover; its new cans are redesigned for the first time since its product launch. Its wavy spirit and style implies that Coca-Cola thinks the bottle will attract consumers' attention and might bring back favorable memories of the 1960s, with its hip retro vibe. This is an example of how consumer behavior can
- select a target market from among numerous segments.
 - aid consumers in the product attribute retrieval process.
 - determine consumer satisfaction with the attributes of a product.
 - aid in decisions about the product mix
 - develop a new product.

ANS: A PTS: 1 REF: p. 18 NAT: AACSB: Communication

74. Marketing managers must study consumers in order to determine which media vehicles to use for advertising. Which of the following is NOT a media vehicle?
- television commercials

- b. ads in magazines
- c. billboards by the side of the road
- d. signs on city buses
- e. All of these choices are examples of media vehicles.

ANS: E

PTS: 1

REF: p. 18

NAT: AACSB: Communication

ESSAY

75. Consumer behavior involves more than how a person buys products like laundry detergent, breakfast cereal, personal computers, and automobiles. Explain this comment.

ANS:

Answer not provided.

PTS: 1

REF: p. 4

NAT: AACSB: Analytic

76. What are the different phases of the consumer behavior process and how do they relate to each other?

ANS:

Answer not provided.

PTS: 1

REF: p. 4

NAT: AACSB: Analytic

77. Why is consumer behavior a dynamic process?

ANS:

Answer not provided.

PTS: 1

REF: p. 5

NAT: AACSB: Analytic

78. What are some motivations behind consumers' decisions about whether to acquire, use, or dispose of an offering?

ANS:

Answer not provided.

PTS: 1

REF: p. 6

NAT: AACSB: Analytic

79. Why is it important for marketers to understand why consumers acquire, use, or dispose of products?

ANS:

Answer not provided.

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

80. How is gift giving different from other forms of acquisition?

ANS:

Answer not provided.

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

81. Sunny wants to acquire a book that she wants to read. What options does she have?

ANS:

Answer not provided.

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

82. How can a consumer decide to dispose of products other than to throw them away permanently?

ANS:

Answer not provided.

PTS: 1

REF: p. 7

NAT: AACSB: Analytic

83. Borrowing is a form of acquisition that can be a problem for retailers. Why is this so?

ANS:

Answer not provided.

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

84. How have recent changes in technology affected the way consumers purchase? Give some examples.

ANS:

Answer not provided.

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

85. What are some factors that influence when consumers make a purchase?

ANS:

Answer not provided.

PTS: 1

REF: p. 8

NAT: AACSB: Analytic

86. How have recent changes in technology affected when consumers make a purchase? Give some examples.

ANS:

Answer not provided.

PTS: 1

REF: p. 8

NAT: AACSB: Technology

87. Which consumer decisions might affect the quantity of consumption?

ANS:

Answer not provided.

PTS: 1

REF: p. 9

NAT: AACSB: Analytic

88. What are three ways in which marketers can increase consumption of a product or service?

ANS:

Answer not provided.

PTS: 1 REF: p. 19 NAT: AACSB: Analytic

89. How can studying consumer behavior help marketers?

ANS:
Answer not provided.

PTS: 1 REF: p. 16-24 NAT: AACSB: Analytic

90. How do motivation, ability, and opportunity impact the consumer decision-making process?

ANS:
Answer not provided.

PTS: 1 REF: p. 11 NAT: AACSB: Analytic

91. Describe and illustrate the process of exposure, perception, and attention to information.

ANS:
Answer not provided.

PTS: 1 REF: p. 12 NAT: AACSB: Reflective

92. How could categorization and comprehension of choices affect purchase decision making?

ANS:
Answer not provided.

PTS: 1 REF: p. 12 NAT: AACSB: Analytic

93. What are the acquisition, usage, and disposal decisions that a consumer must make? Illustrate these steps with an example.

ANS:
Answer not provided.

PTS: 1 REF: p. 5-10 NAT: AACSB: Reflective

94. What is a high-effort judgment and decision-making process and how does it affect other factors such as motivation, ability, and opportunity?

ANS:
Answer not provided.

PTS: 1 REF: p. 11 NAT: AACSB: Analytic

95. What are reference groups and how do they influence consumer decision making?

ANS:
Answer not provided.

PTS: 1 REF: p. 14 NAT: AACSB: Analytic

96. How do knowledge and information about consumer choices spread or diffuse through a market?

ANS:

Answer not provided.

PTS: 1 REF: p. 15-16 NAT: AACSB: Analytic

97. What is market segmentation and how does consumer behavior impact it?

ANS:

Answer not provided.

PTS: 1 REF: p. 18 NAT: AACSB: Analytic

98. What is target market selection and how does consumer behavior impact it?

ANS:

Answer not provided.

PTS: 1 REF: p. 19 NAT: AACSB: Analytic

99. How does consumer behavior research aid in positioning a product? Give an illustration.

ANS:

Answer not provided.

PTS: 1 REF: p. 18 NAT: AACSB: Communication

100. How does consumer behavior impact the development of products or services? Give an illustration.

ANS:

Answer not provided.

PTS: 1 REF: p. 20 NAT: AACSB: Analytic

101. Can the distribution channel affect the perception of a product? In what way? Give an illustration.

ANS:

Answer not provided.

PTS: 1 REF: p. 23-24 NAT: AACSB: Analytic

102. Why is consumer behavior research important to public policy makers and regulators?

ANS:

Answer not provided.

PTS: 1 REF: p. 17 NAT: AACSB: Ethics

103. Give an example of product or service acquisition, usage, and disposal behaviors that you have engaged in recently.

ANS:

Answer not provided.

PTS: 1

REF: p. 4

NAT: AACSB: Reflective