

## **Chapter 3—From Exposure to Comprehension**

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### **TRUE/FALSE**

1. Virtual supermarket shelves are an emerging trend.

ANS: T                      PTS: 1                      TOP: Getting messages noticed by consumers  
NAT: AACSB: Communication

2. Product placement is not considered advertising.

ANS: F                      PTS: 1                      TOP: Source identification NAT: AACSB:  
Communication

3. John is going to pay for an ad in *Vogue* at the front of the magazine because this garners the greatest chance of exposure to his product by readers.

ANS: F                      PTS: 1                      TOP: Factors influencing exposure NAT: AACSB:  
Communication

4. Exposure to television commercials is greatest at the beginning and end of a commercial break.

ANS: T                      PTS: 1                      TOP: Factors influencing exposure NAT: AACSB:  
Communication

5. Product distribution and shelf placement do not affect exposure of a product.

ANS: F                      PTS: 1                      TOP: Factors influencing exposure NAT: AACSB:  
Analytic

6. Wal-Mart TV network reaches 113 million consumers shopping at Walmart Stores.

ANS: F                      PTS: 1                      TOP: Characteristics of attention NAT: AACSB:  
Communication

7. Males tend to 'zap' (avoid ads on TV by switching to other channels) more than females.

ANS: T                      PTS: 1                      TOP: Selective exposure in the modern age NAT:  
AACSB: Communication

8. Zipping is when consumers skip up to 75 per cent of ads in recorded TV shows.

ANS: T                      PTS: 1                      TOP: Selective exposure in the modern age NAT:  
AACSB: Communication

9. Consumers with cable zap ads more than 50 per cent of the time.

ANS: F                      PTS: 1                      TOP: Selective exposure in the modern age  
NAT: AACSB: Communication

10. Adidas connects with younger consumers by coordinating multiple brand and product messages in multiple media.

ANS: T                      PTS: 1                      TOP: Getting messages noticed by consumers  
NAT:                      AACSB: Communication

11. Attention has only two characteristics: (1) it is limited and (2) it is capable of being divided.

ANS: F                      PTS: 1                      TOP: Characteristics of attention    NAT: AACSB:  
Analytic

12. Ads that are on the left side of the road tend to be processed by the left side of the brain and ads on the right side of the road tend to be processed by the right side of the brain.

ANS: F                      PTS: 1                      TOP: Focal and non-focal attention NAT: AACSB:  
Communication

13. A marketer does not have to create new advertising if an ad has been effective in the past.

ANS: F                      PTS: 1                      TOP: Habituation    NAT: AACSB: Communication

14. The California Tree Fruit Commission has found that expanding display size by 1 per cent can boost sales by 19 per cent.

ANS: T                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow    NAT: AACSB: Communication

15. Perception uses the following senses only: (1) smell, (2) vision, (3) taste, and (4) touch.

ANS: F                      PTS: 1                      TOP: Perception and consumer behaviour    NAT:  
AACSB: Analytic

16. Consumers can be segmented based on the amount of attention they give various marketing stimuli.

ANS: T                      PTS: 1                      TOP: Customer segments defined by attention  
NAT: AACSB: Analytic

## MULTIPLE CHOICE

17. Madame Tussauds is a case of

- a. seeing is believing.
- b. haptic sensations.
- c. auditory processing.
- d. B2B.
- e. mobile commerce.

ANS: A                      PTS: 1                      TOP: Wax or real? Welcome to Madame Tussauds  
NAT: AACSB: Analytic

18. \_\_\_\_ reflect(s) the process by which the consumer comes into physical contact with stimulus.

- a. Displays
- b. Communication
- c. Advertising
- d. Marketing
- e. Exposure

ANS: E                      PTS: 1                      TOP: Exposure and consumer behaviour      NAT:  
AACSB: Analytic

19. If a marketing communication is to have an effect, consumers must first \_\_\_\_ it.
- a. be exposed to
  - b. expose others to
  - c. recall
  - d. memorise
  - e. analyse

ANS: A                      PTS: 1                      TOP: Exposure and consumer behaviour      NAT:  
AACSB: Communication

20. Jenny was watching television when the broadcast was interrupted for a commercial for a Toyota Echo. We can only say for sure that Jenny \_\_\_\_ the ad.
- a. comprehended
  - b. was exposed to
  - c. paid attention to
  - d. was motivated by
  - e. was involved in

ANS: B                      PTS: 1                      TOP: Factors influencing exposure      NAT: AACSB:  
Communication

21. The selling of T-shirts with a beer's name on it at sports events is an example of
- a. a commercial.
  - b. information retrieval.
  - c. marketing stimuli.
  - d. interactive marketing.
  - e. marketing myopia.

ANS: C                      PTS: 1                      TOP: Exposure and consumer behaviour      NAT:  
AACSB: Analytic

22. The factors that influence exposure of marketing stimuli to a potential customer are
- a. a commercial and informational retrieval.
  - b. information retrieval and interactive marketing.
  - c. position of an ad within a medium, product distribution and shelf placement.
  - d. a commercial and a magazine ad.
  - e. attention and motivation of the customer.

ANS: C                      PTS: 1                      TOP: Factors influencing exposure      NAT: AACSB:  
Communication

23. Exposure to commercials is greatest when they are placed
- a. right in the middle of a commercial break.
  - b. at the end of the morning or the early afternoon.
  - c. before 7:00 a.m. or after 10:00 p.m. due to the lack of clutter.
  - d. at the beginning or end of a commercial break.
  - e. between 10:00 a.m. and 11:00 a.m. for prime time shows.

ANS: D                      PTS: 1                      TOP: Factors influencing exposure      NAT: AACSB:  
Communication

24. The greatest exposure in stores is

- a. from eye level to the forehead.
- b. surprisingly, down at the ankle level because shoppers most often look down.
- c. on the right side of the store.
- d. on the left side of the store.
- e. from waist level to eye level.

ANS: E  
Communication

PTS: 1

TOP: Factors influencing exposure NAT: AACSB:

25. Sarah would hog the remote control so that she could switch to other channels during the commercial breaks. She was
- a. zipping.
  - b. zapping
  - c. flipping.
  - d. zinging.
  - e. skipping.

ANS: B

PTS: 1

TOP: Selective exposure in the modern age

NAT:

AACSB: Communication

26. Heather knew how to use a digital video recorder well. She recorded all of her favourite prime-time programs and would fast-forward through the commercials when she played them back. Heather was
- a. zipping.
  - b. zapping.
  - c. flipping.
  - d. zinging.
  - e. skipping.

ANS: A

PTS: 1

TOP: Selective exposure in the modern age NAT:

AACSB: Communication

27. When the movie, *Transformers 3*, showed a Dunkin Donuts box and one of the main characters eating the doughnuts, the type of product promotion being used is called
- a. product advertising.
  - b. product début.
  - c. product sponsoring.
  - d. product placement.
  - e. public relations.

ANS: D

PTS: 1

TOP: Product placements around the world

NAT:

AACSB: Communication

28. Attention is best thought of as the process by which an individual
- a. categorises emotional stimuli to high and low effort activities.
  - b. allocates part of his or her mental activity to a stimulus.
  - c. stimulates memory.
  - d. categorises schemas.
  - e. decreases the rate of non-retrieval.

ANS: B

PTS: 1

TOP: Attention and consumer behaviour NAT:

AACSB: Analytic

29. Attention is selective, \_\_\_\_\_, and is limited.
- a. can be duplicated
  - b. is hard to recall

- c. is emotional
- d. is affective
- e. can be divided

ANS: E                      PTS: 1                      TOP: Characteristics of attention      NAT: AACSB:  
Analytic

30. Research shows that people \_\_\_\_ things they have seen many times before.
- a. pay less attention to
  - b. have less highly developed attentive structures for
  - c. are lower in affect for
  - d. have dynamic focus for
  - e. are selective to

ANS: A                      PTS: 1                      TOP: Attention is selective      NAT: AACSB:  
Communication

31. The fact that we can parcel our attention and flexibly move from one task to another means that we also have the potential to
- a. motivate others.
  - b. become distracted.
  - c. concentrate on one task.
  - d. become involved.
  - e. have the opportunity to process information.

ANS: B                      PTS: 1                      TOP: Attention can be divided      NAT: AACSB:  
Analytic

32. Sally was leading a project to put billboards by the side of the highway that would advertise the logo for a new brand of soda. She believed that drivers might not stop to read the information directly, but that the information would make some impact. This impact would be through
- a. recall.
  - b. retrieval.
  - c. pre-attentive processing.
  - d. post-attentive processing.
  - e. lateral retrieval.

ANS: C                      PTS: 1                      TOP: Focal and non-focal attention      NAT: AACSB:  
Communication

33. When a stimulus is in focal vision, it is processed by both hemispheres. When a stimulus is in peripheral vision, it is processed by the opposite hemisphere. This is known as
- a. specialisation.
  - b. processing functional divisions.
  - c. attentional divisions.
  - d. hemispheric lateralisation.
  - e. functional partialisation.

ANS: D                      PTS: 1                      TOP: Focal and non-focal attention      NAT: AACSB:  
Analytic

34. Major ways of capturing consumers' attention might include making the marketing stimulus all of the following except
- a. self-relevant.
  - b. pleasant.

- c. surprising.
- d. easy to process.
- e. more verbal than visual.

ANS: E                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT: AACSB: Communication

35. In the hot desert arboretum, signs picturing an ice-cold can of Coca-Cola were posted up in various locations. This is an example of a marketer making a stimuli
- a. personally relevant.
  - b. pleasant.
  - c. surprising.
  - d. easy to process.
  - e. more verbal than visual.

ANS: A                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT: AACSB: Communication

36. A series of ads for Taster's Choice coffee showed the developing romantic relationship between two individuals, Sharon and Tony. This ad campaign is a classic example of
- a. using similar sources to generate self-relevance.
  - b. dramas drawing the consumer into the action and increasing attention.
  - c. the use of a series of fear appeals.
  - d. cognitive appeals.
  - e. infomercials.

ANS: B                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT: AACSB: Communication

37. Rhetorical questions capture consumers' attention by
- a. challenging the consumer.
  - b. annoying the consumer by insulting her intelligence.
  - c. including the word *you* and by asking the consumer to answer the question.
  - d. bringing up an interesting topic.
  - e. debating with the consumer.

ANS: C                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT: AACSB: Communication

38. People tend to \_\_\_\_ things that are inherently pleasant.
- a. forget
  - b. process intensively
  - c. have extensive schemas for
  - d. approach
  - e. both approach and avoid

ANS: D                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT: AACSB: Communication

39. A commercial depicting the Canadian Rockies in the backdrop behind a 4-wheel-drive vehicle can be thought of as an example of
- a. the use of humour in advertising.
  - b. an infomercial.
  - c. cognitive appeal.
  - d. shock appeal.

e. the use of attractive visuals in advertising.

ANS: E                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT:                      AACSB: Communication

40. Three things can make a stimulus surprising: novelty, unexpectedness, and
- attentiveness.
  - humour.
  - a puzzle.
  - emotions.
  - lateralisation.

ANS: C                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT:                      AACSB: Analytic

41. Yoplait's yogurt container is opposite in shape to other yogurt containers (narrower at the top than at the bottom). This is an example of \_\_\_\_ in marketing stimuli.
- humour
  - affect
  - classical conditioning
  - novelty
  - operant conditioning

ANS: D                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT:                      AACSB: Analytic

42. Imagine that you are attending an important occasion for your company. You have just received a new lime-green tie as a present from a friend. Arriving at the party you discover that the power tie this year is yellow and everyone else, being conformists in their climb to the top, is wearing yellow ties. You stand out in this context because you are different from everyone around you. This is an example of a(n) \_\_\_\_ stimulus.
- abstract
  - concrete
  - pleasant
  - surprise
  - colour-separation

ANS: D                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT:                      AACSB: Analytic

43. Although a novel stimulus attracts attention, it
- is not always better liked.
  - is not as easily remembered.
  - does not stand out from other stimuli.
  - is more easily forgotten.
  - is less easily encoded.

ANS: A                      PTS: 1                      TOP: Consumer attention: the pot of gold at the end of  
every advertising rainbow   NAT:                      AACSB: Analytic

44. Puzzles attract attention because they
- look nice and make us feel good.
  - are easily remembered.
  - require resolution.
  - can be easily forgotten.

e. are not interesting.

ANS: C                      PTS: 1  
every advertising rainbow   NAT:

TOP: Consumer attention: the pot of gold at the end of  
AACSB: Communication

45. A basic principle of visual processing is that the more intense the stimulus, the
- more likely it is to be perceived.
  - more quickly it will decay in memory.
  - less likely it is to be recalled.
  - less likely it is to be encoded.
  - more soothing and relaxing it is.

ANS: A                      PTS: 1  
every advertising rainbow   NAT:

TOP: Consumer attention: the pot of gold at the end of  
AACSB: Analytic

46. Yellow Pages reported that doubling the size of an ad increases sales fivefold. This is best thought of as an example of the effectiveness of \_\_\_\_ in advertising.
- concreteness
  - surprise
  - novelty
  - pleasant design
  - prominence

ANS: E                      PTS: 1  
every advertising rainbow   NAT:

TOP: Consumer attention: the pot of gold at the end of  
AACSB: Communication

47. Prominent stimuli stand out relative to the environment because
- of their intensity.
  - they are easily understood.
  - they are easily imagined.
  - of their novelty.
  - of their irony.

ANS: A                      PTS: 1  
every advertising rainbow   NAT:

TOP: Consumer attention: the pot of gold at the end of  
AACSB: Analytic

48. \_\_\_\_ is defined as the degree of detail and specificity about the stimulus.
- Abstractness
  - Prominence
  - Concreteness
  - Novelty
  - Attentiveness

ANS: C                      PTS: 1  
every advertising rainbow   NAT:

TOP: Consumer attention: the pot of gold at the end of  
AACSB: Analytic

49. Joe was eating while paying some attention to the television commercials, when a black-and-white commercial he had seen before appeared on the screen. The ad may attract him as a stimulus primarily because it is
- abstract.
  - concrete.
  - novel.
  - a contrast.
  - blended.

ANS: D                      PTS: 1

TOP: Consumer attention: the pot of gold at the end of



every advertising rainbow NAT: AACSB: Analytic

50. When direct-comparison ads first appeared, they attracted Ted's attention. Now that there are so many of them, he is not as interested because of
- abstraction.
  - procedurisation.
  - shock.
  - cognitive separation.
  - habituation.

ANS: E PTS: 1 TOP: Habituation NAT: AACSB: Communication

51. The process by which a stimulus loses its attention-getting abilities by virtue of its familiarity is known as
- habituation.
  - familiarisation.
  - neural training.
  - neural rigidity.
  - stimulus familiarisation.

ANS: A PTS: 1 TOP: Habituation NAT: AACSB: Analytic

52. Advertisers develop multiple ads with the same central message to combat the attention problem of
- being inattentive.
  - habituation.
  - being selective.
  - being over exposed.
  - saturation.

ANS: B PTS: 1 TOP: Habituation NAT: AACSB: Communication

53. \_\_\_\_ is the process by which incoming stimuli activate our sensory receptors.
- Sensationing
  - Perception
  - Hyperactivation
  - Incoming hyperactivation
  - Cognition

ANS: B PTS: 1 TOP: Perception and consumer behaviour NAT: AACSB: Analytic

54. Kimberly needs to pick out a paint colour for the interior of a restaurant. Since it is located in a dreary setting and climate, she would like to encourage activity and excitement. Kimberly should choose
- purple.
  - black, white or grey.
  - red, orange or yellow.
  - green, blue or violet.
  - only earth tones.

ANS: C PTS: 1 TOP: Perceiving through vision NAT: AACSB: Analytic

55. \_\_\_\_ would be more appropriate in environments like doctors' offices, where having consumers feel calm and having them spend time making decisions is desirable.
- Purple

- b. Black, white or grey
- c. Red, orange or yellow
- d. Green, blue or violet
- e. Only earth tones

ANS: D                      PTS: 1                      TOP: Perceiving through vision                      NAT: AACSB:  
Analytic

56. A new store in town is creating a series of radio ads and they are currently choosing a spokesperson. To best evoke positive ad and brand attitudes, what type of voice quality should this spokesperson possess?
- a. High-pitched and fast-paced.
  - b. High-pitched and slow-paced.
  - c. Low-pitched and fast-paced.
  - d. Low-pitched and slow-paced.
  - e. The voice quality of a spokesperson has no effect on consumers' perceptions.

ANS: C                      PTS: 1                      TOP: Perceiving through hearing                      NAT: AACSB:  
Communication

57. Terri is not really paying attention to the television, but she can tell when a Coca Cola ad comes on because of the music in the ad. \_\_\_\_ occurs when she associates the auditory portion of the ad with the brand Coca Cola.
- a. Auditory intensity
  - b. Music appreciation
  - c. Olfactory interpretation
  - d. Sonic identity
  - e. Tactile terminology

ANS: D                      PTS: 1                      TOP: Perceiving through hearing                      NAT: AACSB:  
Communication

58. A study has found that warmer colours \_\_\_\_ than cooler colours.
- a. are less easily recalled
  - b. are more easily recalled
  - c. are less easily encoded
  - d. are more easily encoded
  - e. evoke more excitement

ANS: E                      PTS: 1                      TOP: Perceiving through vision                      NAT: AACSB:  
Analytic

59. \_\_\_\_ is the major factor determining whether a stimulus will be picked up by hearing in advertisements.
- a. Sponsor attractiveness
  - b. Auditory intensity
  - c. Advertisement length
  - d. Brightness of graphics
  - e. Informational content

ANS: B                      PTS: 1                      TOP: Perceiving through hearing                      NAT: AACSB:  
Communication

60. In restaurants where high turnover and sales are desired, music that \_\_\_\_ is desirable.
- a. is classical
  - b. is softer and more soothing
  - c. has a fast tempo

- d. has a slow tempo
- e. has a definite beginning and a definite end

ANS: C                      PTS: 1                      TOP: Role of consumer perception for marketers  
NAT:                      AACSB: Analytic

61. Music that \_\_\_\_ can increase sales by as much as 38 per cent.
- a. is classical
  - b. is softer and more soothing
  - c. has a fast tempo
  - d. has a slow tempo
  - e. has a definite beginning and a definite end

ANS: D                      PTS: 1                      TOP: Role of consumer perception for marketers  
NAT:                      AACSB: Analytic

62. Food and beverage marketers often try to monitor consumers' tastes through
- a. taste tests.
  - b. psychographic profile analysis.
  - c. physiological tests.
  - d. demographic profile analysis.
  - e. family profile analysis.

ANS: A                      PTS: 1                      TOP: Role of consumer perception for marketers  
NAT:                      AACSB: Analytic

63. Walking through the mall, Ying smelled freshly baked croissants. Aside from appetite, this smell may also likely affect her
- a. speed of cognition.
  - b. emotion.
  - c. encoding speed.
  - d. brand loyalty.
  - e. brand name recognition.

ANS: B                      PTS: 1                      TOP: Perceiving through smell                      NAT: AACSB:  
Analytic

64. A study found that a pleasant scent \_\_\_\_ product evaluation.
- a. had no effect on
  - b. had a distracting effect on
  - c. had a positive effect on
  - d. had a negative effect on
  - e. eliminated the need for

ANS: C                      PTS: 1                      TOP: Perceiving through smell                      NAT: AACSB:  
Analytic

65. In the retail environment, smells are often used to
- a. enhance brand loyalty.
  - b. enhance product category loyalty.
  - c. create a soothing environment.
  - d. attract customers.
  - e. create a fast-paced environment.

ANS: D                      PTS: 1                      TOP: Perceiving through smell                      NAT: AACSB:  
Analytic

66. Products such as mouthwashes and deodorants are valued primarily because they
- a. enhance odours.
  - b. create exciting scents.
  - c. create soothing scents.
  - d. draw customers.
  - e. mask odours.

ANS: E                      PTS: 1                      TOP: Role of consumer perception for marketers  
NAT:                      AACSB: Analytic

67. Research has shown that consumers who \_\_\_\_ are more likely to evaluate both the stores and the salesperson positively.
- a. are touched by a salesperson
  - b. encounter many choices
  - c. immediately interact with a salesperson
  - d. have little or no interaction with a salesperson
  - e. encounter fewer choices

ANS: A                      PTS: 1                      TOP: Perceiving through touch                      NAT: AACSB:  
Analytic

68. Our sensory processing is simplified by the presence of \_\_\_\_ that are based on the intensity of the stimulus that impinges on our sensory receptors.
- a. inhibitors
  - b. perceptual thresholds
  - c. exhibitors
  - d. sensory barriers
  - e. memory clusters

ANS: B                      PTS: 1                      TOP: When do we perceive stimuli                      NAT:  
AACSB: Analytic

69. In Asia, touching between strangers is seen as
- a. a sign of friendship.
  - b. an inappropriate gesture.
  - c. a common greeting but means little.
  - d. a sign of romantic interest.
  - e. a precursor of a question.

ANS: B                      PTS: 1                      TOP: Perceiving through touch                      NAT: AACSB:  
Analytic

70. \_\_\_\_ is the lowest point at which an individual can experience a sensation.
- a. Minimal perception
  - b. Cognitive barrier
  - c. Absolute threshold
  - d. Minimal cognition
  - e. Affective absolute

ANS: C                      PTS: 1                      TOP: Absolute threshold                      NAT: AACSB: Analytic

71. Marketers might not want consumers to notice that the size of their candy bar has shrunk again. This is an example of when marketers do not want a(n)
- a. subliminal perception to be exceeded.

- b. cognitive barrier to be crossed.
- c. absolute affect to be aroused.
- d. differential threshold to be crossed.
- e. minimal cognition to be elicited.

ANS: D                      PTS: 1                      TOP: Threshold effects on consumer behaviour  
                                  NAT:                      AACSB: Analytic

72. The market researcher for a candy bar manufacturer discovered that ten cents was the minimum price increase that consumers would notice. This is known as a just noticeable increase or a(n)
- a. minimal perception.
  - b. cognitive barrier.
  - c. affective absolute.
  - d. differential threshold.
  - e. minimal cognition.

ANS: D                      PTS: 1                      TOP: Differential threshold NAT: AACSB: Analytic

73. \_\_\_\_ states that the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different.
- a. The law of absolute thresholds
  - b. J.N.D. theory
  - c. The maximal perception principle
  - d. Stimulus theory
  - e. Weber's law

ANS: E                      PTS: 1                      TOP: Differential threshold NAT: AACSB: Analytic

74. In subliminal perception, a stimulus is not consciously perceived
- a. because the consumers' perception is directed elsewhere.
  - b. because of distractions in the consumers' environment.
  - c. because the stimulus is processed by only unconscious brain activity.
  - d. because the stimulus is close to the consumers' absolute threshold of perception.
  - e. because the stimulus is perceived only by the left hemisphere of the consumers' brain.

ANS: D                      PTS: 1                      TOP: Subliminal perception NAT: AACSB:  
 Communication

75. The effects of \_\_\_\_ are not sufficiently strong to manipulate consumers, alter their preferences, or make the ad more memorable, but their content may be capable of eliciting more primitive feeling responses.
- a. post-receptive cognitions
  - b. subliminal stimuli
  - c. pre-attentive receptors
  - d. post-receptive stimuli
  - e. subliminal affect

ANS: B                      PTS: 1                      TOP: Subliminal perception NAT: AACSB: Analytic

76. \_\_\_\_ represents a somewhat higher, more meaningful level of processing than simply having stimuli register on our sensory receptors.
- a. Cognitive combination
  - b. Affective combination
  - c. Perceptual organisation
  - d. Stimulus network
  - e. Affective stimulus

ANS: C                      PTS: 1                      TOP: How do consumers perceive a stimulus?  
NAT:                      AACSB: Analytic

77. Oftentimes a very attractive person in an ad will be the focal point of attention, whereas the brand name will be relatively unnoticed. This principle of \_\_\_\_ suggests that marketers should want the opposite to occur.
- incoming perceptions
  - stimulus perceptions
  - incoming stimulus
  - figure and ground
  - perceptual stimulus

ANS: D                      PTS: 1                      TOP: How do consumers perceive a stimulus?  
NAT:                      AACSB: Analytic

78. David was reluctant to spend his \$20 bill on a coffee. However, once he made another necessary purchase with that \$20, he quickly bought a coffee with his change. David's initial reluctance was probably due to the perceptual organisational principle of
- closure.
  - figure and ground.
  - grouping.
  - bias for the whole.
  - subliminal perception.

ANS: D                      PTS: 1                      TOP: How do consumers perceive a stimulus?  
NAT:                      AACSB: Analytic

79. When Betty had a cold, she went to the grocery store to buy some cold and flu medication. She saw both a national brand and the store brand on the shelf in similar green triangular bottles. Betty assumed that the medications were the same because of the similar bottles, so bought the less expensive store brand. When she used it that evening, she realised it was not as effective as the national brand. What perceptual organisation principle played a role in Betty's choice?
- closure
  - figure and ground
  - bias for the whole
  - grouping
  - subliminal perception

ANS: D                      PTS: 1                      TOP: How do consumers perceive a stimulus?  
NAT:                      AACSB: Analytic

80. \_\_\_\_ refers to the fact that individuals have a need to organise perceptions so that they form a meaningful whole.
- Perceptual organisation
  - Cognitive combination
  - Affective combination
  - Stimulus network
  - Closure

ANS: E                      PTS: 1                      TOP: How do consumers perceive a stimulus?  
NAT:                      AACSB: Analytic

81. \_\_\_\_ refers to the fact that people often group stimuli to form a unified picture or impression.
- Grouping
  - Perceptual organisation

- c. Affective combination
- d. Stimulus network
- e. Cognitive combination

ANS: A                      PTS: 1                      TOP: How do consumers perceive a stimulus?  
 NAT:                      AACSB: Analytic

## ESSAY

82. Trace the effect of marketing stimuli from exposure to perception.

ANS:  
 Answer not provided.

PTS: 1                      TOP: Wax or real? Welcome to Madame Tussauds                      NAT: AACSB:  
 Analytic

83. As marketers, how can we maximise exposure in retail settings?

ANS:  
 Answer not provided.

PTS: 1                      TOP: Getting messages notices by consumers                      NAT: AACSB: Analytic

84. What is selective exposure and how does it occur with consumers?

ANS:  
 Answer not provided.

PTS: 1                      TOP: Selective exposure                      NAT: AACSB: Analytic

85. The number of stimuli to which we can be exposed at any point in time is potentially overwhelming. How do we deal with this problem?

ANS:  
 Answer not provided.

PTS: 1                      TOP: Selective exposure                      NAT: AACSB: Analytic

86. How do each of the key characteristics of attention influence a marketing communication's effectiveness?

ANS:  
 Answer not provided.

PTS: 1                      TOP: Characteristics of attention                      NAT: AACSB: Communication

87. Can attentional resources that are not used in processing a task be used to scan or analyse things outside our focal attention? Explain.

ANS:  
 Answer not provided.

PTS: 1 TOP: Focal and non-focal attention NAT: AACSB: Analytic

88. Within a marketing context, describe some of the factors that make a stimulus personally relevant.

ANS:

Answer not provided.

PTS: 1 TOP: Consumer attention: the pot of gold at the end of every advertising  
rainbow NAT: AACSB: Analytic

89. Consumers are bored with XXX Company's advertising. Your boss is requesting you present him with three ways to change this situation.

ANS:

Answer not provided.

PTS: 1 TOP: Consumer attention: the pot of gold at the end of every advertising  
rainbow NAT: AACSB: Communication

90. What are the different ways in which pleasant stimuli can increase consumers' attention?

ANS:

Answer not provided.

PTS: 1 TOP: Consumer attention: the pot of gold at the end of every advertising  
rainbow NAT: AACSB: Analytic

91. Surprising stimuli can affect consumers' processing of that stimuli in both good and bad ways. Describe two things that make a stimulus surprising and their effects on consumers.

ANS:

Answer not provided.

PTS: 1 TOP: Consumer attention: the pot of gold at the end of every advertising  
rainbow NAT: AACSB: Analytic

92. Marketers can capture attention by using stimuli that are easy to process. Describe three things that make a stimulus easy to process and their effects on consumers.

ANS:

Answer not provided.

PTS: 1 TOP: Consumer attention: the pot of gold at the end of every advertising  
rainbow NAT: AACSB: Analytic

93. Why is contrast important to enhance attention? Give some examples.

ANS:

Answer not provided.

PTS: 1 TOP: Consumer attention: the pot of gold at the end of every advertising  
rainbow NAT: AACSB: Analytic



94. Discuss how marketers can segment markets based on the amount of attention consumers pay to various marketing stimuli.

ANS:

Answer not provided.

PTS: 1 TOP: Customer segments defined by attention NAT: AACSB: Analytic

95. What is habituation and why is it a problem for marketers?

ANS:

Answer not provided.

PTS: 1 TOP: Habituation NAT: AACSB: Analytic

96. When does perception occur?

ANS:

Answer not provided.

PTS: 1 TOP: Perception and consumer behaviour NAT: AACSB: Analytic

97. You are hired to design a recreation centre for children. What are your choices of colour and how would each of these colours impact those using the centre?

ANS:

Answer not provided.

PTS: 1 TOP: Perceiving through vision NAT: AACSB: Analytic

98. Sound is another form of sensory input. How can auditory stimuli affect physiological responses and mood?

ANS:

Answer not provided.

PTS: 1 TOP: Role of consumer perception for marketers NAT: AACSB: Analytic

99. Smell has several interesting effects on humans. Describe these effects and give some examples.

ANS:

Answer not provided.

PTS: 1 TOP: Perceiving through smell NAT: AACSB: Analytic

100. What are perceptual thresholds and how are they relevant in the context of consumer behaviour?

ANS:

Answer not provided.

PTS: 1 TOP: Threshold effects on consumer behaviour NAT: AACSB: Analytic

101. Consumers tend not to perceive a single stimulus in isolation; rather, it is organised and integrated in the context of other stimuli around it. Outline this process, detailing some of the basic principles.

ANS:

Answer not provided.

PTS: 1  
Analytic

TOP: Cross-modal perception: a joining of the senses

NAT: AACSB: