

## **Chapter 2 - Customer Behavior**

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### **TRUE/FALSE**

1. Customers go through predictable stages when they make a purchase.

ANS: T                      DIF: Easy                      REF: Page 13  
NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

2. Marketers can create desires in people that they didn't previously have.

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TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

3. A new MBA student and a recently promoted corporate executive will typically have the same wants.

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KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

4. During the purchase phase, a consumer will consider all brands available in the market.

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TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of human behavior & society

5. The pre-purchase phase includes identifying the need or want, searching possible solutions, and building a consideration set.

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TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

6. During the purchase phase, the consumer might ask himself, "What attributes don't I care about, and therefore will not pay high prices?"

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7. During the purchase phase, the consumer will ask herself, "Will I tell my friends what a great brand I've found?"

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NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of human behavior & society

8. Whether the buyer is a consumer or a business, the phases of the buying process itself is the same.

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KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of human behavior & society

9. John is a buying agent for Starbucks because he buys supplies on behalf of Starbucks.

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NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Application                      MSC: MBA: Managing Strategy & Innovation

10. Going out to buy bread is the type of purchase that requires some thought or planning ahead of time.

ANS: F                      DIF: Moderate              REF: Page 13  
NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Application  
MSC: MBA: Knowledge of Media Communications & Delivery

11. All purchases are the same.

ANS: F                      DIF: Easy                      REF: Page 13  
NAT: BUSPROG Communication              LOC: DISC: Promotion  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

12. An example of a specialty purchase would be a new smartphone.

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NAT: BUSPROG Communication                      LOC: DISC: Promotion  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Application  
MSC: MBA: Knowledge of Media Communications & Delivery

13. An example of a modified rebuy is when the copier lease comes up and you want to try a different vendor.

ANS: T                      DIF: Challenging                      REF: Page 14  
NAT: BUSPROG Reflective Thinking                      LOC: DISC: Product  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Application  
MSC: MBA: Knowledge of Technology, Design, & Production

14. A high customer involvement B2C purchase is called a specialty purchase.

ANS: T                      DIF: Challenging                      REF: Page 14  
NAT: BUSPROG Analytic                      LOC: DISC: Product  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

15. During higher involvement purchases, we would expect customers to be more price sensitive.

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NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Comprehension  
MSC: MBA: Managing Decision-Making Processes

16. It's important for low-involvement products to be widely available so the customer can pick them up without thinking.

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NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

17. Consumers can be simple or complex.

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NAT: BUSPROG Reflective Thinking                      LOC: DISC: Customer  
TOP: The Marketing Science of Customer Behavior  
KEY: Bloom's: Comprehension

MSC: MBA: Knowledge of human behavior & society

18. People are selective in their attention to environmental stimuli.

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NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

19. Colors do not have any cultural meaning.

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NAT: BUSPROG Reflective Thinking                      LOC: DISC: Marketing Plan  
TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

20. The sound of a Mac vs. a PC starting up is an example of how sound or music is important to marketers.

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NAT: BUSPROG Analytic                      LOC: DISC: Research  
TOP: Sensation and Perception                      KEY: Bloom's: Application  
MSC: MBA: Operations Skills

21. Sight, sound, smell, taste, and touch are all used by marketers.

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TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

22. Marketers use subliminal advertising all the time because they know it works very well.

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NAT: BUSPROG Reflective Thinking                      LOC: DISC: Marketing Plan  
TOP: Sensation and Perception                      KEY: Bloom's: Evaluation  
MSC: MBA: Knowledge of General Business Functions

23. An ad for dog treats on the side of the home page of dog.com is an example of perceptual fluency.

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NAT: BUSPROG Reflective Thinking                      LOC: DISC: Marketing Plan  
TOP: Sensation and Perception                      KEY: Bloom's: Application  
MSC: MBA: Managing Administration & Control

24. Learning is when associations of sights or sounds get stored in short-term memory after many repetitions.

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NAT: BUSPROG Reflective Thinking      LOC: DISC: Strategy  
TOP: Learning and Memory              KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of human behavior & society

25. The jingle, "Two all-beef patties..." is an example of the use of operant conditioning.

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NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: Learning and Memory                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

26. Operant conditioning relies on behavior that is positively reinforced.

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NAT: BUSPROG Analytic                      LOC: DISC: Strategy  
TOP: Learning and Memory                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

27. Starbucks has a loyalty program that gives you a free drink after every 5 purchases. This is an example of a fixed ratio reinforcement schedule.

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NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: Learning and Memory              KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

28. Marketer's use Abraham Maslow's hierarchy of needs by identifying their product with a certain level.

ANS: T                      DIF: Easy                      REF: Page 20  
NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: Motivation      KEY: Bloom's: Knowledge  
MSC: MBA: Managing Strategy & Innovation

29. Marketers use Maslow's hierarchy of needs to offer an extended brand line so the consumer can start high on the pyramid and work his way down.

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NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: Motivation      KEY: Bloom's: Comprehension  
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30. Utilitarian vs. hedonic products means fulfilling needs vs. wants.

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TOP: Motivation      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of Technology, Design, & Production

31. A risk-averse consumer may be an avid customer, very knowledgeable, an opinion leader, and they may wish to try the newest that the market has to offer.

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TOP: Motivation      KEY: Bloom's: Knowledge  
MSC: MBA: Managing Strategy & Innovation

32. What motivates consumers is important to marketers.

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NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: Attitudes and Decision Making      KEY: Bloom's: Comprehension  
MSC: MBA: Managing Strategy & Innovation

33. An example of importance weights are Mercedes are fast, they're nice to look at, and they're expensive.

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NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: Attitudes and Decision Making      KEY: Bloom's: Application  
MSC: MBA: Managing Strategy & Innovation

34. When it comes to beliefs and importance weights, marketers try to strengthen positive attitudes about their brand through learning and appealing to consumer motivations that their brand satisfies the consumer's needs.

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NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: Attitudes and Decision Making      KEY: Bloom's: Synthesis  
MSC: MBA: Managing Strategy & Innovation

35. When a consumer looks at the most important attribute of a brand first, and eliminates all brands that do not have this attribute, he is using a lexicographic approach.

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NAT: BUSPROG Reflective Thinking      LOC: DISC: Marketing Plan  
TOP: Attitudes and Decision Making      KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of human behavior & society

36. Some socio-cultural effects how consumers respond to brands are social class and age.

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NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

37. Old monied people indulge in conspicuous consumption. For example buying a yellow Mustang to show off their wealth.

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NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Evaluation  
MSC: MBA: Knowledge of human behavior & society

38. The current trend in age-related marketing has to do with marketing more towards the older, baby-boomer generation.

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TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of General Business Functions

39. It's pretty simple to market for various ethnicities and countries since they have similar perspectives.

ANS: F                      DIF: Easy                      REF: Page 23  
NAT: BUSPROG Reflective Thinking      LOC: DISC: Marketing Plan  
TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

40. Young women are the main buyers of luxury brands in South Korea.

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TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

## **MULTIPLE CHOICE**

1. During the \_\_\_\_ phase of the purchase process, the customer identifies that something is lacking.
- a. purchase
  - b. pre-purchase
  - c. post purchase
  - d. preliminary

ANS: B                      DIF: Easy                      REF: Page 13  
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2. During the purchase phase for a new computer, Larry creates a \_\_\_\_\_ that includes Apple's Macbook Pro and Microsoft's Windows 7, but does not include Linux systems.
- mindset
  - purchase set
  - consideration set
  - list

ANS: C                      DIF: Moderate              REF: Page 13  
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TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Application                      MSC: MBA: Managing Strategy & Innovation

3. Which phase of the purchase process generates word of mouth?
- customer evaluation
  - pre-purchase
  - purchase
  - post-purchase

ANS: D                      DIF: Challenging              REF: Page 13  
NAT: BUSPROG Reflective Thinking              LOC: DISC: Strategy  
TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Comprehension                      MSC: MBA: Operations Skills

4. Whether the buyer is a consumer or a business, the buying process is \_\_\_\_\_.
- consistent
  - inconsistent
  - exhausting
  - simple

ANS: A                      DIF: Moderate              REF: Page 13  
NAT: BUSPROG Communication                      LOC: DISC: Strategy  
TOP: The Three Phases of the Purchase Process  
KEY: Bloom's: Knowledge                      MSC: MBA: Operations Skills

5. A \_\_\_\_\_ item is something that is purchased without much thought before the purchase.
- quick
  - specialty
  - convenience
  - shopping

ANS: C                      DIF: Easy                      REF: Page 13  
NAT: BUSPROG Communication                      LOC: DISC: Strategy  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Comprehension  
MSC: MBA: Managing Decision-Making Processes

6. A straight rebuy, like when the office needs more paper, is common for \_\_\_\_\_ customers.
- B2B
  - B2C
  - C2B
  - C2C



ANS: A                      DIF: Challenging    REF: Page 14  
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TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Application  
MSC: MBA: Managing Decision-Making Processes

7. The different types of purchases are different because \_\_\_\_\_.  
a. of the product itself  
b. of differences in the mind of the customer  
c. of customer attitudes  
d. the price varies

ANS: B                      DIF: Challenging    REF: Page 14  
NAT: BUSPROG Reflective Thinking    LOC: DISC: Strategy  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Evaluation  
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8. Customer involvement is \_\_\_\_ on a B2C specialty purchase.  
a. very low  
b. low  
c. medium  
d. high

ANS: D                      DIF: Moderate        REF: Page 14  
NAT: BUSPROG Analytic                      LOC: DISC: Strategy  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of General Business Functions

9. A customer would be more price sensitive when buying gum than when buying \_\_\_\_\_.  
a. gasoline  
b. paper  
c. bananas  
d. a laptop

ANS: D                      DIF: Challenging    REF: Page 14  
NAT: BUSPROG Analytic                      LOC: DISC: Strategy  
TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Synthesis  
MSC: MBA: Knowledge of General Business Functions

10. A customer loyalty program for high-involvement products would take the form of \_\_\_\_\_.  
a. brand communities  
b. price discounts  
c. buy one- get one free  
d. social networks

ANS: A                      DIF: Moderate        REF: Page 16  
NAT: BUSPROG Analytic                      LOC: DISC: Strategy

TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

11. Which products need to be widely available so the customer can pick them up without thinking?
- a. all products
  - b. medium-involvement products
  - c. low-involvement products
  - d. high-involvement products

ANS: C                      DIF: Easy                      REF: Page 16  
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TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

12. The promotion for a high-involvement purchase will have a lot more \_\_\_\_ associated with it.
- a. brand names
  - b. information
  - c. noise
  - d. pictures

ANS: B                      DIF: Easy                      REF: Page 16  
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TOP: There are Different Kinds of Purchases  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of General Business Functions

13. If you are not in the market for a new house, you will most likely \_\_\_\_ ads for new houses.
- a. hear
  - b. see
  - c. ignore
  - d. pay attention to

ANS: C                      DIF: Easy                      REF: Page 16  
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TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
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14. If a marketer wants a customer to have a higher motivation to learn more about a product, he should do what?
- a. create customer involvement
  - b. advertise more
  - c. lower prices
  - d. increase brand awareness

ANS: A                      DIF: Challenging                      REF: Page 16  
NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: Sensation and Perception                      KEY: Bloom's: Comprehension

MSC: MBA: Knowledge of human behavior & society

15. Why is Dell's darker, deep blue color trademarked?
- it creates customer involvement
  - the blue color saves marriages
  - the blue color is pleasing to the eye
  - the blue color is well associated to Dell's brand

ANS: D                      DIF: Moderate                      REF: Page 16  
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TOP: Sensation and Perception                      KEY: Bloom's: Comprehension  
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16. Colors convey cultural meaning. In the U.S. brides wear white because it symbolizes \_\_\_\_.
- love
  - passion
  - danger
  - purity

ANS: D                      DIF: Easy                      REF: Page 16  
NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

17. What type of music should be played during an ad if a marketer wants consumers to spend more?
- energetic, with a quick tempo
  - slow
  - jazz
  - classical

ANS: A                      DIF: Challenging                      REF: Page 16  
NAT: BUSPROG Analytic                      LOC: DISC: Marketing Plan  
TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

18. Why are consumers willing to spend so much more for a Harley over a Honda motorcycle?
- extra features on a Harley
  - the distinct sound of a Harley
  - Harley's are faster
  - use of better materials

ANS: B                      DIF: Challenging                      REF: Page 17  
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TOP: Sensation and Perception                      KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

19. Why do women who work the cosmetic counters in department stores wish to spray you?
- to get you to notice the name of the perfume
  - to get you to notice the packaging of the perfume
  - to appeal to your sense of smell, and make you remember the product

d. so you smell better

ANS: C                      DIF: Moderate              REF: Page 17  
NAT: BUSPROG Analytic                      LOC: DISC: Strategy  
TOP: Sensation and Perception              KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

20. What is a classic marketing exercise that is used to declare that one's own product is superior to the market leader?
- a. blind smell tests
  - b. blind taste tests
  - c. advertising
  - d. blind feel tests

ANS: B                      DIF: Moderate              REF: Page 17  
NAT: BUSPROG Analytic                      LOC: DISC: Promotion  
TOP: Sensation and Perception              KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

21. Creating well-designed products is the predominant way of conveying brand imagery through \_\_\_\_.
- a. smell
  - b. touch
  - c. sight
  - d. sound

ANS: B                      DIF: Easy                      REF: Page 17  
NAT: BUSPROG Analytic                      LOC: DISC: Promotion  
TOP: Sensation and Perception              KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

22. Which of the following is NOT an example of design?
- a. good ergonomics
  - b. clean lines
  - c. sensual experience
  - d. pleasant smell

ANS: D                      DIF: Challenging              REF: Page 17  
NAT: BUSPROG Reflective Thinking              LOC: DISC: Promotion  
TOP: Sensation and Perception              KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

23. When an ad is shown for such a short time that doesn't meet the threshold of consciousness, it is called \_\_\_\_.
- a. fast
  - b. liminal
  - c. subliminal
  - d. unconscious

ANS: C                      DIF: Moderate              REF: Page 17  
NAT: BUSPROG Communication              LOC: DISC: Research

TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

24. \_\_\_\_\_ is subtle phenomenon that uses colors and fonts to affect how the message feels.
- a. Sensory perception
  - b. Perceptual fluency
  - c. Subliminal messaging
  - d. Unconscious messaging

ANS: B                      DIF: Moderate                      REF: Page 18  
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TOP: Sensation and Perception                      KEY: Bloom's: Knowledge  
MSC: MBA: Managing Decision-Making Processes

25. Sensory and perceptual impressions can become \_\_\_\_.
- a. brand associations
  - b. perceptual fluency
  - c. brand names
  - d. catch slogans

ANS: A                      DIF: Easy                      REF: Page 18  
NAT: BUSPROG Communication                      LOC: DISC: Research  
TOP: Learning and Memory                      KEY: Bloom's: Comprehension  
MSC: MBA: Knowledge of human behavior & society

26. Learning is the process by which associations get past the sensory and perception stages into \_\_\_\_.
- a. brand associations
  - b. perceptual fluency
  - c. short-term memory
  - d. long-term memory

ANS: D                      DIF: Moderate                      REF: Page 18  
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TOP: Learning and Memory                      KEY: Bloom's: Comprehension  
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27. With repetition and elaboration, associations can get into \_\_\_\_.
- a. brand associations
  - b. short-term memory
  - c. brand names
  - d. long-term memory

ANS: D                      DIF: Moderate                      REF: Page 18  
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28. Ivan Pavlov and his salivating dogs is an example of what type of learning process?
- a. classical conditioning
  - b. operant conditioning

- c. new age conditioning
- d. associative conditioning

ANS: A                      DIF: Challenging      REF: Page 18  
NAT: BUSPROG Communication                      LOC: DISC: Customer  
TOP: Learning and Memory                      KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

29. Which of these is an example of stage 4 of classical conditioning?
- a. a bell rung in front of the dog initially elicits no response
  - b. a food bowl placed in front of a dog naturally elicits its drool
  - c. a bell rung in front of the dog elicits drool
  - d. a bell rung while a food bowl is simultaneously placed in front of the dog elicits drool

ANS: C                      DIF: Challenging      REF: Page 18  
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TOP: Learning and Memory                      KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

30. Philip Morris recently changed their name to Altria \_\_\_\_.
- a. because of a merger
  - b. so they could remove the negative association with their name
  - c. restructure the company
  - d. simplify the brand

ANS: B                      DIF: Moderate                      REF: Page 19  
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31. B.F. Skinner discovered \_\_\_\_ with his studies on pigeons pecking at a target to get a food pellet.
- a. classical conditioning
  - b. operant conditioning
  - c. new age conditioning
  - d. associative conditioning

ANS: B                      DIF: Easy                      REF: Page 19  
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32. Operant conditioning is based on \_\_\_\_.
- a. rewards
  - b. neutral reinforcement
  - c. positive reinforcement
  - d. negative reinforcement

ANS: C                      DIF: Moderate                      REF: Page 19  
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TOP: Learning and Memory                      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

33. Marketers use Maslow's hierarchy of needs by \_\_\_\_.
- a. focusing their advertising on a particular level
  - b. focusing on self-actualization needs
  - c. looking at which needs yield the largest profits
  - d. identifying their product with a certain level of needs

ANS: D                      DIF: Easy                      REF: Page 20  
NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: Motivation      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

34. If a marketer is focusing on people who \_\_\_\_, he will promote a popular brand.
- a. are individual
  - b. like to conform
  - c. are outgoing
  - d. have lots of money

ANS: B                      DIF: Easy                      REF: Page 21  
NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: Motivation      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

35. What are a mix of beliefs and importance weights?
- a. moods
  - b. visions
  - c. perceptions
  - d. attitudes

ANS: D                      DIF: Moderate                      REF: Page 21  
NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: Attitudes and Decision Making      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

36. Marketers typically classify customers by \_\_\_\_ on a given purchase.
- a. how much they care about
  - b. how much they spend
  - c. how much they think about
  - d. their perception

ANS: A                      DIF: Moderate                      REF: Page 21  
NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: Attitudes and Decision Making      KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

37. John is considering buying a new car. It's important to him that the car has bluetooth. If the car he looks at doesn't have bluetooth, then he will not consider it for purchase. This is an example of a \_\_\_\_ mechanism.
- a. decision criteria

- b. quality
- c. non-compensatory
- d. compensatory

ANS: C                      DIF: Challenging      REF: Page 22  
NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: Attitudes and Decision Making      KEY: Bloom's: Application  
MSC: MBA: Knowledge of human behavior & society

38. People tend to associate and marry people of the same \_\_\_\_.
- a. race
  - b. age
  - c. social class
  - d. gender

ANS: C                      DIF: Moderate      REF: Page 22  
NAT: BUSPROG Reflective Thinking      LOC: DISC: Customer  
TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

39. The baby boomer generation is societal minded, so it is expected that we see large scale \_\_\_\_.
- a. altruism
  - b. spending
  - c. saving
  - d. shifts in attitudes

ANS: A                      DIF: Easy                      REF: Page 23  
NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

40. China's rising economy is creating a large demand for \_\_\_\_.
- a. investment bankers
  - b. tacos
  - c. luxury goods
  - d. cars

ANS: C                      DIF: Easy                      REF: Page 23  
NAT: BUSPROG Analytic                      LOC: DISC: Customer  
TOP: How Do Cultural Differences Affect Consumers' Behavior?  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

## ESSAY

1. Describe the three phases of the purchase process.



ANS:

The first phase is the pre-purchase phase. During this phase, the consumer identifies the need or want, searches for a possible solution, and builds a consideration set. The next phase is the purchase phase. During this phase, the consumer narrows the consideration set and decides on a retail channel. Lastly, there is the post-purchase phase. In this phase, the consumer assesses the purchase, and if he is satisfied he will likely have repeat purchases and will generate word of mouth about his purchase.

DIF: Easy                      REF: Page 13                      NAT: BUSPROG Analytic

LOC: DISC: Customer

TOP: The Three Phases of the Purchase Process

KEY: Bloom's: Knowledge

MSC: MBA: Knowledge of General Business Functions

2. Describe the 3 types of purchases in a B2C transaction.

ANS:

A low customer involvement purchase in a B2C situation is called a convenience buy. This purchase typically has little forethought and is price sensitive.

A medium customer involvement purchase in a B2C situation is called a shopping buy. In this situation, the consumer puts more thought into the purchase and cares more about the product quality/features.

The last type of purchase has high customer involvement. This situation is called a specialty purchase. Purchases of this type require a great deal of research for the best brands, quality, and price. Marketers for this level try to convince the buyer that their brand is the best choice.

DIF: Moderate                      REF: Page 14

NAT: BUSPROG Analytic

LOC: DISC: Marketing Plan

TOP: There are Different Kinds of Purchases

KEY: Bloom's: Synthesis

MSC: MBA: Managing Strategy & Innovation

3. Describe how visual stimuli are important to marketers and explain how colors are involved.

ANS:

Visual stimuli allow marketers to show products, information, and imagery. Colors can ingrain brand associations in consumers' minds. For example, the white iPod headphones were easily identified with Apple because they were the only company to offer white headphones when the iPod first came out.

Colors also are important for cultural symbols. In the U.S., white represents purity. In Thailand, purple is the color for mourning. Yellow means courage in Japan.

DIF: Challenging                      REF: Page 16

NAT: BUSPROG Reflective Thinking

LOC: DISC: Customer

TOP: Sensation and Perception

KEY: Bloom's: Synthesis

MSC: MBA: Knowledge of Media Communications & Delivery

4. Explain subliminal advertising.

ANS:

Subliminal advertising is the idea that an ad can be shown for a brief moment and it is so short that it doesn't meet the threshold of consciousness, and is therefore subliminal. This somehow is captured subconsciously and the hope is the message would compel buying the product advertised.

Markers have ruled out that subliminal advertising works. But they do a lot of research in the areas of perceptual fluency. Marketers know that if you are exposed to the same billboard everyday, you will start to become familiar with it, and with familiarity comes a comfortable, positive feeling, increasing the chances you will make a purchase.

DIF: Moderate      REF: Pages 17-18      NAT: BUSPROG Communication  
LOC: DISC: Marketing Plan      TOP: Sensation and Perception  
KEY: Bloom's: Comprehension      MSC: MBA: Managing Strategy & Innovation

5. Using Pavlov's dogs as an example, explain the 4 stages of classical conditioning.

ANS:

Stage 1: food is placed in front of the dog and it naturally drools

Stage 2: a bell is rung in front of the dog and it does not drool

Stage 3: a bell rung while a food bowl is simultaneously placed in front of the dog causes drool

Stage 4: a bell rung in front of the dog elicits drool. The dog has come to learn that the bell is associated with food.

DIF: Easy      REF: Page 18      NAT: BUSPROG Analytic  
LOC: DISC: Research      TOP: Learning and Memory  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of Media Communications & Delivery

6. Explain the process of operant conditioning and how to maximize results using it.

ANS:

Operant conditioning is when someone learns a desired behavior by being rewarded. B.F. Skinner discovered this when he was able to teach rats to press a bar. The rats would press the bar because they knew they would be rewarded with a food pellet.

To maximize results with this method, you should use variable ratio reinforcement schedule. For example, with a customer loyalty program, you will get more purchases if the consumer does not know how many more purchases he has to make to get a free one. If the program runs on a fixed ratio schedule, then he knows that 5 purchases gives him one free one, for example.

DIF: Challenging      REF: Pages 19-20      NAT: BUSPROG Analytic  
LOC: DISC: Marketing Plan      TOP: Learning and Memory  
KEY: Bloom's: Evaluation  
MSC: MBA: Knowledge of human behavior & society

7. List the 5 levels of Abraham Maslow's hierarchy of needs. List from the lowest needs to the highest.

ANS:

1. Food, water, sleep, sex
2. Safety, security
3. Friendship, belonging
4. Self-esteem, respect
5. Self-actualization

DIF: Easy                      REF: Page 20                      NAT: BUSPROG Analytic  
LOC: DISC: Research                      TOP: Motivation  
KEY: Bloom's: Knowledge  
MSC: MBA: Knowledge of human behavior & society

8. Describe one of the ways marketers use the hierarchy of needs and give an example of this strategy.

ANS:

Any one of the following is acceptable

1. Marketers identify their product with a certain level of needs. For example, Volvo stresses their brand represents safety.
2. Marketers appeal to your sense of belonging. For example, a men's clothing store would appeal to a new lawyer to make sure he has the nicest suit so that he fits in with other lawyers.
3. Marketers appeal to self-esteem and respect by pointing a consumer to an aspiration group. For example, a current MBA: student might aspire to be a CEO, so marketers appeal to her desire to drive a nice car.
4. Marketers offer extended brand lines that encourages a customer to reach ever higher in the pyramid. For example, Titleist offers golf clubs from beginner to professional, so as you improve you can move up to the better clubs.
5. Marketers try to position brands as high on pyramid as possible. An example is a shoe company using a pro athlete to endorse their brand, thereby making the consumer think he will be faster if he uses this shoe.

DIF: Challenging      REF: Pages 20-21      NAT: BUSPROG Analytic  
LOC: DISC: Strategy                      TOP: Motivation  
KEY: Bloom's: Comprehension                      MSC: MBA: Managing Strategy & Innovation

9. Explain the make-up of attitudes.

ANS:

Attitudes are a mix of beliefs and importance weights. Beliefs are opinions, such as: McDonald's is unhealthy, they're everywhere, and the food is addicting. Importance weights are things like: I don't care how unhealthy McDonald's is, but I would like it to taste good.

DIF: Moderate                      REF: Page 21                      NAT: BUSPROG Analytic  
LOC: DISC: Customer                      TOP: Attitudes and Decision Making  
KEY: Bloom's: Knowledge                      MSC: MBA: Managing Strategy & Innovation

10. Explain how marketers use social class.

ANS:

Marketers appeal to different social classes in different ways. For example, people who come from rich family backgrounds seek exclusivity in their brands. They may become less likely to buy a brand if a company produces less expensive product lines. For people who are “new rich” they tend to make purchases to show that fact off. For example, they may buy a bright red Ferrari to show off their new wealth.

DIF: Moderate      REF: Page 22      NAT: BUSPROG Analytic

LOC: DISC: Strategy

TOP: How Do Cultural Differences Affect Consumers' Behavior?

KEY: Bloom's: Comprehension

MSC: MBA: Managing the Task Environment