

Chapter 01—Understanding Consumer Behavior

1. 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.

- a. True
- b. False

ANSWER: True

2. Consumer behavior reflects more than the way that a product is acquired by a single person at any one point in time.

- a. True
- b. False

ANSWER: True

3. Buying represents one type of acquisition behavior.

- a. True
- b. False

ANSWER: True

4. Usage is at the core of consumer behavior.

- a. True
- b. False

ANSWER: True

5. Disposition is the process by which a consumer uses an offering.

- a. True
- b. False

ANSWER: False

6. The sequence of acquisition, consumption, and disposition does not occur over time.

- a. True
- b. False

ANSWER: False

7. The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains: the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes.

- a. True
- b. False

ANSWER: True

8. Before consumers can make decisions, they must have some source of knowledge or information upon which to base their decisions.

- a. True
- b. False

ANSWER: True

9. Culture refers to the typical or expected behaviors, norms, and ideas that characterize a group of people.

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- a. True
- b. False

ANSWER: True

10. One reason marketing managers study consumer behavior is to create public awareness of inappropriate practices.

- a. True
- b. False

ANSWER: False

11. Marketing managers need to understand consumer behavior to protect consumers from unfair, unsafe, or inappropriate marketing practices.

- a. True
- b. False

ANSWER: False

12. Research indicates that consumers find it difficult to understand the differences between brands when they view a chart, matrix, or grid comparing brands and their attributes.

- a. True
- b. False

ANSWER: False

13. A brand name is better remembered when placed in an ad that has interesting and unrelated visuals.

- a. True
- b. False

ANSWER: False

14. Sellers should create the endowment effect by setting a higher price for goods than buyers are willing to pay.

- a. True
- b. False

ANSWER: False

15. An offering is a product, service, activity, or idea:

- a. that is acquired but not used by consumers.
- b. that is used but not acquired by consumers.
- c. marketed by a firm but not yet available in the marketplace.
- d. made available by a marketing organization to consumers.
- e. that is in the marketplace but not yet accepted by consumers.

ANSWER: d

16. The process by which a consumer comes to own an offering is known as _____.

- a. usage
- b. disposition
- c. comprehension
- d. acquisition

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- e. perception

ANSWER:

d

17. Which of the following statements is true of acquisition behavior?

- a. Attitudes toward materialism, status, and self-concept do not play a role in acquisition behavior.
- b. Consumers tend to procrastinate in redeeming coupons and gift cards when deadlines are close.
- c. Ways of obtaining goods and services include renting, leasing, trading, and sharing.
- d. Disposition represents one type of acquisition behavior.
- e. Acquisition behavior of one customer cannot be linked with disposition behavior of another customer.

ANSWER:

c

18. Linda runs a small café. At the end of the day, she recycles all paper and plastic. In the context of consumer behavior, this is an example of _____.

- a. preattentive processing
- b. purchase behavior
- c. zapping
- d. disposition behavior
- e. zipping

ANSWER:

d

19. Which of the following statements is true of consumer behavior?

- a. It is limited to the study of how consumers buy products.
- b. It reflects the actions of a single consumer rather than a group of consumers.
- c. It is related to how consumers make acquisition decisions rather than disposition decisions.
- d. It deals with the purchase of tangible goods but not services.
- e. It affects decisions about managing debt.

ANSWER:

c

20. Identify a true statement about the consumer behavior process.

- a. Consumers do not make decisions about where to consume various products.
- b. Culture does not influence consumers' acquisition, disposition, or usage behavior.
- c. Consumer behavior is a dynamic process.
- d. Finding a new use for a tangible product is a way to dispose of an offering temporarily.
- e. Lending represents one type of acquisition behavior.

ANSWER:

c

21. Mike wants to buy a computer. His friend, Gregory, researches the various brands of computers in the market and helps Mike choose one. As Mike is about to buy it, Mike's father mentions that the brand Mike has chosen is mediocre compared with the other brands in the market. In this scenario, Mike's father plays the role of the _____.

- a. influencer
- b. purchaser
- c. user
- d. ethicist

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- c. policy maker

ANSWER:

a

22. Russell and his family are thinking about getting a new big-screen television. He has researched different brands, models, and prices of televisions from the Internet. In this scenario, Russell is the _____.

- a. policy maker
- b. purchaser
- c. influencer
- d. disposer
- e. cord-cutter

ANSWER:

b

23. Disposable cameras were unsuccessful when they were launched in the market. Consumers doubted whether 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:

- a. how consumers dispose of cameras.
- b. why consumers acquire cameras.
- c. media marketing techniques.
- d. the limits of disposable optical engineering.
- e. the information search process.

ANSWER:

b

24. Buying, trading, bartering are examples of consumers engaging in _____.

- a. usage
- b. acquisition
- c. positioning
- d. repositioning
- e. white sales

ANSWER:

b

25. Curtis likes to drink soda. He takes the empty bottles and cans that he has collected to his wife, who uses them to make art. This is an example of how to:

- a. dispose a product.
- b. find new use for an offering.
- c. share an offering.
- d. get rid of items temporarily.
- e. get rid of items permanently.

ANSWER:

b

26. Tomas, a tennis player, has fractured his elbow and has been advised not to play tennis for a few months. He decides to temporarily dispose of his tennis racket until he has healed. In this case, which of the following should Tomas do to accomplish this?

- a. He should sell his tennis racket.

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- b. He should rent his tennis racket.
- c. He should throw away his tennis racket.
- d. He should send his tennis racket to a recycling center.
- e. He should give his tennis racket away.

ANSWER:

b

27. Which of the following is a way to get rid of an offering temporarily?

- a. Finding a new use for the offering
- b. Lending the offering
- c. Throwing away the offering
- d. Sending the offering to a recycling center
- e. Giving the offering away

ANSWER:

b

28. Which of the following is a way of disposing of an offering permanently?

- a. Buying
- b. Borrowing
- c. Finding
- d. Selling
- e. Leasing

ANSWER:

d

29. Fructose Inc., a soft drink manufacturer, has launched a new advertising campaign. The slogan of the campaign is "Orange juice isn't just for breakfast anymore." The campaign is an example of:

- a. encouraging the collection of products.
- b. changing why people use orange juice.
- c. changing how people use orange juice.
- d. changing whether people use orange juice.
- e. affecting when people use orange juice.

ANSWER:

c

30. _____ covers motivation, ability, and opportunity; exposure, attention, perception, and comprehension; memory and knowledge; and attitudes about an offering.

- a. The psychological core
- b. The process of making decisions
- c. The consumer's culture
- d. Consumer behavior outcomes
- e. Behavior within a firm

ANSWER:

a

31. When consumers have the opportunity to be exposed to information about a product, they need to _____ and attend to information.

- a. dispose

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- b. perceive
- c. develop attitudes
- d. form memories
- e. recognize problems

ANSWER:

b

32. Gregory, a pianist, wants to join a famous orchestra. He wants to buy an antique piano that has been put up for sale so that he can practice. In the context of consumer behavior, Gregory's desire to buy the piano is an example of _____.

- a. information search
- b. perception
- c. motivation
- d. exposure
- e. postpurchase evaluation

ANSWER:

c

33. Alex plans to purchase a new automobile. His experience as an auto mechanic helps him decide which automobile will be suitable for him. In this case, Alex's experience as an auto mechanic acts as the _____ to purchase the new automobile.

- a. ability
- b. perception
- c. symbol
- d. exposure
- e. opportunity

ANSWER:

a

34. Anne wants to purchase a new computer. She decides to go on a vacation before making the purchase. In this case, her vacation provides her with the _____ to learn as much as possible about purchasing the computer.

- a. attention
- b. perception
- c. motivation
- d. exposure
- e. opportunity

ANSWER:

c

35. Kimberly wants to learn about the latest developments in agricultural tools and equipment. She attends many trade shows and conferences on these products. In this case, Kimberly's action of attending these events is an example of _____.

- a. making judgement
- b. making postpurchase evaluation
- c. using symbol
- d. gaining exposure
- e. retrieving memory

ANSWER:

d

36. Benjamin has been buying generic brake oil for years. When he watches an advertisement for a new type of brake oil,

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he pays attention to the ad and understands the information in it. In this scenario, Benjamin is involved in_____.

- a. problem recognition
- b. finding opportunity
- c. disposition
- d. perception
- e. making postdecision evaluation

ANSWER:

d

37. Which of the following statements is true of attitudes?

- a. They do not change over time.
- b. They are conscious and definite choices.
- c. They always culminate in a purchase decision.
- d. They do not play a role in acquisition behavior.
- e. They do not always predict behavior.

ANSWER:

e

38. Problem recognition occurs when we:

- a. form an attitude.
- b. purchase an offering.
- c. expose ourselves to persuasive information.
- d. realize that we have an unfulfilled need.
- e. categorize information in a schematic framework.

ANSWER:

d

39. Jude wants to purchase a new mouse for his computer. He wants it to be ergonomic, functional, and durable. He invests considerable time and energy before making a decision. This is an example of_____.

- a. a disposition method
- b. long-term memory retrieval
- c. a high-effort decision
- d. postdecision evaluation
- e. diffusion of ideas

ANSWER:

c

40. George goes to a restaurant for dinner with his family. The service and the food at the restaurant are not up to standard. After they leave, George wonders whether his choice of restaurant was good. In this case, George is in the _____stage of making decisions.

- a. problem recognition
- b. information search
- c. pretesting
- d. postpurchase evaluation
- e. acquisition

ANSWER:

d

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41. Corbyn wants to be a professional football player. He tries to emulate the behavior of National Football League (NFL) players and pays attention to the advertisements that use NFL players as spokespersons. In this scenario, Corbyn regards the NFL players as _____.

- a. a reference group
- b. policy makers
- c. an advocacy group
- d. a target group
- e. ethicists

ANSWER:

a

42. The external signs we use, consciously or unconsciously, to express our identity are known as _____.

- a. addictions
- b. inept sets
- c. inert sets
- d. attitudes
- e. symbols

ANSWER:

c

43. Nathan is a trained mountain climber. He is a member of a mountaineering club and dons the club's T-shirt during his expeditions. In this scenario, Nathan's T-shirt is an example of _____.

- a. a profane thing
- b. internal locus of control
- c. a symbol
- d. external locus of control
- e. a consideration set

ANSWER:

c

44. Understanding consumer behavior is crucial for _____ in developing policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices.

- a. consumer cooperatives
- b. managers
- c. regulators
- d. reference groups
- e. advertisers

ANSWER:

c

45. Which of the following is a reason why academics understand consumer behavior?

- a. They generate knowledge about consumer behavior when they conduct research focusing on how consumers act, think, and feel.
- b. They influence consumers as well as the targeted companies through strategies such as media statements and boycotts.
- c. They develop policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices.
- d. They worry about companies tracking what consumers do online.