

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) _____ is never simple, yet understanding it is the essential task of marketing management. 1) _____
A) Early adoption
B) Consumption pioneering
C) Brand personality
D) Understanding the difference between primary and secondary data
E) Consumer buying behavior
- 2) The consumer market is made up of _____. 2) _____
A) individuals who acquire goods or services for personal consumption
B) households that purchase goods or services for personal consumption
C) businesses that purchase goods and services
D) A and B
E) all of the above
- 3) Economic, technological, and cultural forces are all _____ in the stimulus–response model of buyer behavior. 3) _____
A) buying attitudes
B) stimuli
C) components of the buyer's decision process
D) buyer responses
E) buyer characteristics
- 4) Most large companies research _____ buying decisions to find out what , where, how and how much, when and why they buy. 4) _____
A) social
B) market
C) consumer
D) permanent
E) group
- 5) The starting point of understanding a consumer's response to various marketing efforts is the _____ of a buyer's behavior. 5) _____
A) postpurchase dissonance
B) belief
C) postpurchase feeling
D) subculture
E) stimulus–response model
- 6) Marketing stimuli consist of the four Ps. Which is NOT one of these? 6) _____
A) politics B) price C) promotion D) place E) product

- 7) The marketer wants to understand how the stimuli are changed into responses inside the consumer's _____, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior. 7) _____
- A) culture
 - B) social class
 - C) black box
 - D) lifestyle
 - E) belief
- 8) _____ is(are) the most basic cause of a person's wants and behavior. 8) _____
- A) Cognitive dissonance
 - B) Societal factors
 - C) Selective perception
 - D) Brand personality
 - E) Culture
- 9) Marketers are always trying to spot _____ in order to discover new products that might be wanted. 9) _____
- A) cultural shifts
 - B) attitudes
 - C) dissonance
 - D) lifestyles
 - E) groups
- 10) Each culture contains smaller _____, or groups of people with shared value systems based on common life experiences and situations. 10) _____
- A) motives
 - B) subcultures
 - C) cognitive dissonances
 - D) alternative evaluations
 - E) attitudes
- 11) Which of the following is NOT considered an important UAE social class by marketers? 11) _____
- A) the merchants
 - B) nationals
 - C) immigrants
 - D) mature consumers
 - E) the new middle class
- 12) _____ is not one of the factors influencing consumer purchase. 12) _____
- A) Personal
 - B) Cultural
 - C) Social
 - D) Psychological
 - E) Taste

- 13) _____ is the global region in which the use of social networks is the fastest-growing. 13) _____
- A) Europe
 - B) Asia Pacific
 - C) Middle East - Africa
 - D) Asian America
 - E) Latin America
- 14) The involvement of _____ varies widely by product category and by stage in the buying process, and buying roles change with evolving consumer lifestyles. 14) _____
- A) husbands and wives
 - B) immigrants
 - C) men
 - D) family
 - E) children
- 15) Cultures contain smaller _____ with shared value systems based on common life experiences and situations. 15) _____
- A) subcultures
 - B) couples
 - C) races
 - D) teams
 - E) lifestyle
- 16) Which of the following is not included in traditional family life-cycle stages? 16) _____
- A) children
 - B) young singles
 - C) none of the above
 - D) married couples
 - E) mature consumers
- 17) _____ are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. 17) _____
- A) Cultures
 - B) Lifestyles
 - C) Attitudes
 - D) Reference groups
 - E) Social classes
- 18) What is one way that social class is NOT measured? 18) _____
- A) education
 - B) income
 - C) occupation
 - D) number of children in the family
 - E) wealth

- 19) Which of the following statements is true regarding social class in the UAE? 19) _____
- A) Wealth is more critical than education level in measuring social class.
 - B) Social class is determined primarily by income level.
 - C) Lines between social classes in the UAE are fixed and rigid.
 - D) The Emirati society is divided into two social categories: nationals and foreign immigrants, or "incomers".
 - E) People are relegated to a permanent class layer in the UAE.
- 20) _____ are groups to which an individual wishes to belong, as when a young football player hopes to play someday for the Ahly club. 20) _____
- A) Social class groups
 - B) Aspirational groups
 - C) Leading adopter groups
 - D) Leisure groups
 - E) Membership groups
- 21) _____ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others. 21) _____
- A) Buzz marketers
 - B) Social networkers
 - C) Stealth marketers
 - D) Habitual buyers
 - E) Opinion leaders
- 22) Opinion leaders are sometimes referred to as _____. 22) _____
- A) the middle class
 - B) networkers
 - C) the upper uppers
 - D) the influentials
 - E) buzz marketers
- 23) Many companies, such as P&G, enlist everyday consumers who are enthusiastic about their brands to become _____, brand ambassadors who share their passion for a company's products with large circles of friends and acquaintances in return for insider knowledge and other rewards. 23) _____
- A) direct sellers
 - B) influencers
 - C) leading adopters
 - D) brand evangelists
 - E) direct marketers
- 24) Companies who use brand ambassadors are participating in _____. 24) _____
- A) opinion leading
 - B) direct marketing
 - C) buzz marketing
 - D) values marketing
 - E) traditional marketing

- 25) Facebook.com and YouTube are both examples of _____. 25) _____
- A) opinion leaders
 - B) social networks
 - C) word-of-mouth marketing
 - D) early adopters
 - E) buzz marketing
- 26) Which of the following statements best explains why a rush of marketers now participate in established online social networks? 26) _____
- A) Members of social networking sites are unlikely to tune out personalized advertising messages.
 - B) Companies have found their own social networks to be unsuccessful.
 - C) Social networks allow companies to have greater control over brand-related content than other media do.
 - D) Social networking has been proven to be more effective than traditional marketing.
 - E) Consumers are more likely to view peer-to-peer communication as credible.
- 27) The _____ is the most important consumer buying organization in society; the roles and influences of different members have been researched extensively. 27) _____
- A) social class
 - B) reference group
 - C) family
 - D) membership group
 - E) subculture
- 28) A _____ consists of the activities people are expected to perform according to the persons around them. 28) _____
- A) role
 - B) lifestyle
 - C) tradition
 - D) life-cycle
 - E) motive
- 29) A buyer's decisions are influenced by _____ such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept. 29) _____
- A) personal characteristics
 - B) attitudes
 - C) perceptions
 - D) motives
 - E) psychographics
- 30) People change the goods and services they buy over time because of the two changing factors of _____. 30) _____
- A) perception and personality
 - B) family and tradition
 - C) groups and learning
 - D) age and life-cycle stage
 - E) belief and attitude

- 31) _____ is a person's pattern of living as expressed in his or her psychographics, including his or her activities, interests, and opinions. 31) _____
- A) Personality
 - B) Lifestyle
 - C) Social class
 - D) Culture
 - E) Motive
- 32) All of the following make up a person's lifestyle EXCEPT _____. 32) _____
- A) opinions
 - B) AIO dimensions
 - C) work
 - D) interests
 - E) dissonance-reducing buying behavior
- 33) A customer's lifestyle can be measured by using the AIO dimensions. What does AIO stand for? 33) _____
- A) Acknowledgements, Interests, Observations
 - B) Adoptions, Interests, Occupations
 - C) Achievement, Involvement, Organizations
 - D) Activities, Interests, Opinions
 - E) Accommodation, Investment, Orientation
- 34) _____ refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. It is usually described in traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. 34) _____
- A) Alternative evaluation
 - B) Self-awareness
 - C) Personality
 - D) Belief
 - E) Culture
- 35) Researchers found that a number of well-known brands tended to be strongly associated with one particular trait, such as Jeep with "ruggedness". _____ is the term a marketer would use to describe a specific mix of human traits that may be attributed to a particular brand. 35) _____
- A) Product image
 - B) Brand equity
 - C) Brand concept
 - D) Brand personality
 - E) Brand perception
- 36) Brand personality is a mix of human traits attributed to a brand. Which of the following is NOT a brand personality trait? 36) _____
- A) sophistication
 - B) sincerity
 - C) emotion
 - D) excitement
 - E) competence

- 37) A person's buying choices are influenced by four major psychological factors. Which is NOT one of these factors? 37) _____
- A) perception
 - B) learning
 - C) motivation
 - D) beliefs
 - E) alternative evaluation
- 38) A _____ is a need that is sufficiently pressing to direct a person to seek satisfaction. 38) _____
- A) stimulus
 - B) tradition
 - C) culture
 - D) motive
 - E) perception
- 39) Many marketers use the self-concept premise, that people's possessions contribute to and reflect their identities; that is, "we are what we have." Under this premise, consumers _____. 39) _____
- A) use brand personalities
 - B) are affected by subconscious motivations
 - C) are attracted to products that fit in with their existing attitudes
 - D) buy products to support their self-images
 - E) conduct the information search
- 40) According to Freud's theories, people are _____ many of the psychological forces shaping their behavior. 40) _____
- A) socially conscious of
 - B) aware of
 - C) unsure of
 - D) status-driven about
 - E) unaware of
- 41) The term _____ refers to qualitative research designed to probe consumers' hidden, subconscious motivations. 41) _____
- A) opinion leader
 - B) perception analysis
 - C) motivation research
 - D) depth research technique
 - E) need recognition investigation
- 42) Maslow's theory is that _____ can be arranged in a hierarchy. 42) _____
- A) perceptions
 - B) decisions
 - C) beliefs and attitudes
 - D) stimuli
 - E) human needs

- 43) _____ needs are NOT part of Maslow's Hierarchy of Needs. 43) _____
- A) Self-actualization
 - B) Social
 - C) Physiological
 - D) Stimulus
 - E) Safety
- 44) What are the LEAST pressing needs in Maslow's Hierarchy of Needs? 44) _____
- A) esteem
 - B) self-actualization
 - C) safety
 - D) social
 - E) physiological
- 45) _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world. 45) _____
- A) Personality
 - B) Self-actualization
 - C) Learning
 - D) Perception
 - E) Selective grouping
- 46) People cannot focus on all of the stimuli that surround them each day. A person's tendency to screen out most of the information to which he or she is exposed is called selective _____. 46) _____
- A) retention
 - B) distortion
 - C) attention
 - D) perception
 - E) attitude
- 47) People tend to interpret new information in a way that will support what they already believe. This is called selective _____. 47) _____
- A) distortion
 - B) attitude
 - C) attention
 - D) perception
 - E) retention
- 48) People forget much that they learn. They tend to retain information that supports their attitudes and beliefs. This is called _____. 48) _____
- A) selective attention
 - B) perceptual vigilance
 - C) selective distortion
 - D) selective retention
 - E) selective attitude

- 49) Some consumers worry that they will be affected by marketing messages without even knowing it. 49) _____
They are concerned about _____ advertising.
- A) comparative
 - B) subliminal
 - C) innovative
 - D) alternative evaluation
 - E) perceptual
- 50) _____ describes changes in an individual's behavior arising from experience. 50) _____
- A) Cognitive dissonance
 - B) Lifestyle
 - C) Aggressiveness
 - D) Learning
 - E) Perception
- 51) Learning occurs through the interplay of all of the following EXCEPT _____. 51) _____
- A) cues
 - B) drives
 - C) reinforcement
 - D) stimuli
 - E) dissonance behavior
- 52) _____ are subtle stimuli that determine where, when, and how a person responds to an idea. 52) _____
- A) Personalities
 - B) Cues
 - C) Impulses
 - D) Drives
 - E) Messages
- 53) If a consumer's experience is rewarding, that consumer will probably use the product more and more. The consumer's response to the product will be _____. 53) _____
- A) a dissonant experience
 - B) a belief
 - C) motivated
 - D) an attitude
 - E) reinforced
- 54) Applying _____, marketers can affect demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement. 54) _____
- A) learning theory
 - B) cognitive dissonance
 - C) social classes
 - D) subliminal advertising
 - E) need recognition
- 55) A(n) _____ is a descriptive thought that a person has about something. 55) _____
- A) motive
 - B) attitude
 - C) perception
 - D) lifestyle
 - E) belief

- 56) A(n) _____ is a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. 56) _____
A) lifestyle
B) motive
C) attitude
D) perception
E) belief
- 57) A person's attitudes fit into a pattern, and to change one attitude may require difficult adjustments in many others. Thus, a company should _____ try to fit its products into existing attitudes rather than attempt to change attitudes. 57) _____
A) once in a while
B) never
C) not
D) seldom
E) usually
- 58) When consumers are highly involved with the purchase of an expensive product and they perceive significant differences among brands, they most likely will undertake _____ buying behavior. 58) _____
A) complex
B) habitual
C) reflective
D) habitual
E) variety-seeking
- 59) Which of the following typically occurs with habitual buying behavior? 59) _____
A) There is strong brand loyalty.
B) There is high consumer involvement.
C) Ad repetition creates brand conviction.
D) Consumers search extensively for information.
E) none of the above
- 60) When customers have a low involvement in a purchase but perceive significant brand differences, they will most likely engage in _____ buying behavior. 60) _____
A) complex
B) habitual
C) dissonance-reducing
D) brand conviction
E) variety-seeking
- 61) The buyer decision process consists of five stages. _____ is NOT one of these stages. 61) _____
A) Need recognition
B) Purchase decision
C) Information search
D) Postpurchase behavior
E) Variety-seeking buying behavior

- 62) The buying process starts with _____, in which the buyer recognizes a problem. 62) _____
A) product awareness
B) product interest
C) alternative evaluation
D) need recognition
E) information search
- 63) If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake a(n) _____. 63) _____
A) product adoption
B) brand personality
C) postpurchase behavior
D) information search
E) alternative evaluation
- 64) The consumer can obtain information from any of several types of sources. Which of the following is NOT one of these types of sources? 64) _____
A) commercial
B) personal
C) emotional
D) public
E) experiential
- 65) The most effective sources from which consumers obtain information are _____ because they legitimize or evaluate products for the buyer. 65) _____
A) experiential
B) public
C) experimental
D) personal
E) commercial
- 66) Marketers describe the way the consumer processes information to arrive at brand choices as _____. 66) _____
A) post-purchase dissonance
B) alternative evaluation
C) situational factors
D) purchase decision
E) information search
- 67) Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. Which of the following is one of these factors? 67) _____
A) cognitive dissonance
B) attitude of others
C) postpurchase behavior
D) new product adoption
E) alternative evaluation

- 68) After the purchase of a product, consumers will be either satisfied or dissatisfied and engage in _____ 68) _____
- A) product expectations
 - B) need recognition
 - C) alternative evaluation
 - D) postpurchase behavior
 - E) information searches
- 69) The relationship between the consumer's expectations and the product's _____ determines whether the buyer is satisfied or dissatisfied with a purchase. 69) _____
- A) consumer market
 - B) brand personality
 - C) perceived performance
 - D) recognition
 - E) service quality
- 70) Almost all major purchases result in _____, or discomfort caused by postpurchase conflict. 70) _____
- A) dissatisfaction
 - B) need recognition
 - C) legitimization
 - D) cognitive dissonance
 - E) purchase decisions
- 71) Consumers learn about new products for the first time and make the decision to buy them during the _____. 71) _____
- A) quality assessment
 - B) need recognition stage
 - C) evaluation process
 - D) adoption process
 - E) trial process
- 72) _____ is NOT one of the stages that customers go through in the process of learning about and making decisions about a new product or service. 72) _____
- A) Evaluation
 - B) Awareness
 - C) Culture
 - D) Trial
 - E) Interest
- 73) Relative advantage, compatibility, complexity, divisibility, and communicability are all examples of _____. 73) _____
- A) postpurchase behaviors
 - B) individual differences in innovation
 - C) dissonance-reducing buying behaviors
 - D) product characteristics that influence rate of adoption
 - E) alternative evaluations

- 74) There are minority groups in most countries that speak different languages and exercise different religions. For example, in North Africa, there are groups of Arabs who speak the Berber language. These Berber speaking Arabs make up a _____. 74) _____
- A) life-cycle stage
 - B) subculture
 - C) social class
 - D) social network
 - E) lifestyle
- 75) A shoe company uses ads featuring the members of a country music band with the hope that the band's fans will see them wearing the company's shoes and want to wear the same shoes. The shoe company is hoping that fans of the band view the band as a _____. 75) _____
- A) lifestyle
 - B) reference group
 - C) membership group
 - D) subculture
 - E) status symbol
- 76) Jumana Radwan always knows about the trendiest fashions. She actively shares her knowledge with a wide group of friends and colleagues about where to shop for cutting-edge fashion at great deals, and her advice is often followed. Jumana is an example of a(n) _____. 76) _____
- A) membership group
 - B) experiential source
 - C) opinion leader
 - D) buzz marketer
 - E) innovator
- 77) Injy Ahmed is an active member of her sports club, two intramural teams, and a charity organization at her college. She also actively participates on two online social networks, posting information about her day along with her thoughts on music, food, fashion, and culture. From this description, Injy is best described as _____. 77) _____
- A) an opinion leader
 - B) a status symbol
 - C) a brand ambassador
 - D) an over-occupied person
 - E) a member of the Youth segment
- 78) There is a trend in the United States toward rediscovering the flavor of regional cooking and the use of locally grown ingredients. People are choosing to spend hours in the kitchen using only the freshest ingredients to recreate local culinary traditions. This change in _____ is one of the reasons the number of farmers markets in the United States has increased by 70 percent in the last eight years. 78) _____
- A) lifestyle
 - B) variety-seeking behavior
 - C) life cycle
 - D) personality
 - E) subculture

- 79) Marketers often define their target markets in terms of life-cycle stage. Sports teams would target _____ 79) _____
- A) adults between 20 and 30
 - B) all of the above
 - C) people aged from 4 to 20 years
 - D) single parents
 - E) children under 10
- 80) According to one analyst, a Harley-Davidson motorcycle can make you feel like "the toughest, baddest guy on the block." Harley-Davidson promotes its motorcycles with images of independence, freedom, and power. Harley-Davidson has created a _____. 80) _____
- A) lifestyle
 - B) brand self-image
 - C) life-cycle stage
 - D) brand motivation
 - E) brand personality
- 81) A marketing research company asked members of a focus group to describe several motorcycle brands as animals. This is an example of _____. 81) _____
- A) status influence
 - B) information search
 - C) buzz marketing
 - D) interpretive consumer research
 - E) hierarchical needs analysis
- 82) Ahmed has long supported the actions and decisions of his city's government representative. However, many recent news stories have raised questions about the ethics of the guy's programs and initiatives. Ahmed doubts that the mayor, in whom he has such faith, could behave unethically, and he tends to distrust the information in the media. Ahmed continues to support the city government representative. Ahmed has engaged in _____. 82) _____
- A) selective attention
 - B) selective attitude
 - C) selective distortion
 - D) perceptual defense
 - E) selective retention
- 83) Laila looked at her September issue of *Time* magazine and did not see anything of interest. After her mother was diagnosed with bipolar disorder, she found the issue extremely interesting because it offered advice on how to help people who are suffering from this problem. The issue became quite interesting to Laila due to _____. 83) _____
- A) social factors
 - B) the hierarchy of needs
 - C) selective attention
 - D) subliminal messaging
 - E) unconscious motivations

- 84) Amr's job description had been changed. The rationale for the changes made no sense to Amr when they were explained. Amr continued to perform most of his job duties as usual. He has engaged in _____.
- A) selective interpretation
 - B) selective attention
 - C) selective attitude
 - D) perceptual defense
 - E) selective distortion
- 85) Omar and Hassan attended a sales seminar. Both left the seminar with differing opinions about what was important to implement in their jobs. Both used the information in different ways, according to what each already believed was important. They have engaged in _____.
- A) selective attention
 - B) selective distortion
 - C) selective retention
 - D) perceptual defense
 - E) selective attitude
- 86) Ali is buying his first house. He has found two houses that he thinks he likes. He is highly involved in the purchase and perceives significant differences between these two houses. Ali will likely undertake _____.
- A) dissonance-reducing buying behavior
 - B) opinion leadership
 - C) complex buying behavior
 - D) variety-seeking buying behavior
 - E) marketing myopia
- 87) Mirium thought she had received the best deal on her new car. Shortly after the purchase, Mirium started to notice certain disadvantages of her new car as she learned more about other cars available. Mirium is experiencing _____.
- A) selective perception
 - B) information evaluation
 - C) purchase decision
 - D) postpurchase culture
 - E) postpurchase dissonance
- 88) For the past 10 years, Mohamed and Riham Ibrahim have saved money to go to the African Cup final should their team, the Tunis, ever reach the final game of the championship. This is the year, and several tour companies offer attractive, but very similar, packages to the game. They want to be certain to choose the best one. Mohamed and Riham are most likely to exhibit _____ buying behavior.
- A) brand familiarity
 - B) complex
 - C) dissonance-reducing
 - D) variety-seeking
 - E) habitual

- 89) Carol tends to purchase various brands of bath soap. She has never been loyal to a specific brand; instead, she does a lot of brand switching. Carol exhibits _____ buying behavior. 89) _____
- A) variety-seeking
 - B) complex
 - C) brand familiarity
 - D) dissonance-reducing
 - E) habitual
- 90) Which of the following would a marketer be LEAST likely to do to encourage habitual buying behavior? 90) _____
- A) run frequent reminder advertising
 - B) focus on visual imagery and symbols in ad campaigns
 - C) keep shelves fully stocked
 - D) stress several key points in ad copy
 - E) dominate shelf space
- 91) Ziad works to keep customers happy after each sale, aiming to delight the customer in order to gain a customer for life. In this pursuit, Ziad is focused on which step of the buyer decision process? 91) _____
- A) information search
 - B) evaluation of alternatives
 - C) need recognition
 - D) postpurchase behavior
 - E) purchase decision
- 92) Nour is in the process of buying a new car. He is highly involved in the purchase and perceives significant differences among his three favorite models. Nour's next step is most likely to be _____. 92) _____
- A) alternative evaluation
 - B) purchase decision
 - C) opinion leadership
 - D) postpurchase behavior
 - E) cognitive dissonance
- 93) Donna wants to buy a new coat. During the _____ stage of her purchase process she will ask her friends to recommend a store and/or a style of coat. She will search the newspaper for coat sales, and she will visit nearby stores to see what is available in her price range. 93) _____
- A) product evaluation
 - B) alternative evaluation
 - C) purchase decision
 - D) information search
 - E) need recognition
- 94) Manal purchased two suits from two large department stores in Australia. When asked her opinion of the suits, she said the burgundy suit felt like being stuffed in a sausage, but the blue made her feel confident and she really enjoyed that. These statements were made during the _____ stage of the purchase decision. 94) _____
- A) alternative evaluation
 - B) purchase decision
 - C) situational analysis
 - D) postpurchase behavior
 - E) information search

95) Dany loves to know about and purchase the most up-to-date technological gadgets. Among his friends, he is almost always the first to own the newest electronic product. Often the products that Dany buys become adopted by large groups of consumers, but occasionally Dany will purchase a product that is adopted by only a small portion of the population. To which of the following adopter groups does Dany belong?

95) _____

- A) laggards
- B) early adopter
- C) innovator
- D) early majority
- E) late majority

Refer to the scenario below to answer the following questions.

The Attic Trunk began in 1979 as an upscale dress shop in Forest Ridge's fashionable shopping district, catering to a wealthy, mature clientele. Many other specialty shops lined the main avenue over the next few years. But as Forest Ridge began to attract an affluent, younger, and more demographically diverse population, the once-popular shopping district was increasingly perceived as stodgy and snobby. By the late 1980s, many of these specialty shops suffered financially. Most shops attracted only tourists who enjoyed browsing through the displays of alligator belts and shoes, piles of scented soaps, and useless flowered parasols, often laughing at the ridiculously high prices. Owners of The Attic Trunk had noticed the shifts in population and buying behavior of the typical shopper by the late 1980s. In fact, the owners had observed that the once-fashionable shopping district in Forest Ridge no longer attracted a "typical shopper." The wealthy, mature clientele had been partially replaced with affluent families with children, a mix of Asian and African Americans as well as Caucasians. Specialty items at The Attic Trunk gradually disappeared, replaced by brand-name apparel, colognes, and jewelry. Other owners followed suit in the early 1990s, bringing restaurants, an outdoor cafe, and a day spa to the main avenue in Forest Ridge.

96) What is the strongest reason that the owners of The Attic Trunk might NOT want to completely discount the mature consumers as a still-viable target market?

96) _____

- A) Mature consumers are the largest and wealthiest demographic segment in the United States.
- B) Mature consumers wield considerable influence over purchases made by their children and grandchildren.
- C) Mature consumers are spending an increasing percentage of their income on specialty items such as those originally sold by The Attic Trunk.
- D) Mature consumers are less willing to shop around and change brands than younger consumers are, so they will likely remain loyal to The Attic Trunk.
- E) Mature consumers are interested in shopping where younger families shop in an effort to look as young as they feel.

97) Many families with children are now attracted to the shopping district in Forest Ridge. What characteristics about families as consumer groups might the owners of The Attic Trunk want to keep in mind?

97) _____

- A) Children have considerable amounts of disposable income and have a strong influence on family buying decisions.
- B) Though more women hold jobs outside the home today than when The Attic Trunk first opened, husband-wife involvement in the buying process has remained relatively unchanged.
- C) Women today account for 50 percent of all technology purchases.
- D) Women influence nine out of ten new home and vacation purchases.
- E) Men today account for about 40 percent of all food purchases.

- 98) It is most likely that each consumer segment attracted to The Attic Trunk would have which of the following in common with the other consumer segments? 98) _____
- A) AIO dimensions
 - B) subculture
 - C) membership groups
 - D) personality
 - E) reference groups

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 99) The starting point for understanding how consumers respond to various marketing efforts is called the marketing stimulus model of buyer behavior. 99) _____
- 100) Subcultures are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. 100) _____
- 101) A high Power Distance Index (PDI) indicates high levels of inequality of power and wealth. 101) _____
- 102) Social class is based on shared value systems and common life experiences and situations. 102) _____
- 103) Because people are able to move between social classes, these classes are relatively impermanent and disordered divisions, whose members share dissimilar values, interests, and behaviors. 103) _____
- 104) Online social networks represent an important new form of buzz for marketers. 104) _____
- 105) Children exert little influence on family buying decisions, particularly in areas such as entertainment and food. 105) _____
- 106) Personality is a person's pattern of living as expressed in his or her psychographics. 106) _____
- 107) A person's buying choices are influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes. 107) _____
- 108) Maslow's theory is that human needs — including physiological, safety, social needs, esteem, and self-actualization needs — are arranged in a hierarchy, and that an unsatisfied need motivates an individual to take action to satisfy it. 108) _____
- 109) Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world. 109) _____
- 110) A belief is the specific mix of human traits that may be attributed to a particular brand. 110) _____
- 111) Dissonance-reducing buying behavior typically occurs when a buyer sees little difference among brands but is highly involved with the purchase. 111) _____
- 112) A person buying a car would be unlikely to exhibit complex buying behavior. 112) _____
- 113) A marketer seeking to create brand familiarity should be more concerned about creative ad copy content than ad repetition. 113) _____

- 114) Commercial sources of information typically legitimize and evaluate products for buyers. 114) _____
- 115) After purchasing a product, the consumer will be satisfied or dissatisfied and will engage in post-purchase behavior. 115) _____
- 116) Most unhappy customers explain their reasons for dissatisfaction to the company who sold the product. 116) _____
- 117) When a consumer learns about a new product for the first time and makes a decision to try it, the consumer is engaged in the alternative evaluation process. 117) _____
- 118) People differ greatly in their readiness to try new products. In each product area, there are "consumption pioneers." They are also called laggards. 118) _____
- 119) Early adopters are opinion leaders in their communities and adopt new ideas early but carefully. 119) _____
- 120) Perry purchases new technological devices such as PDAs, DVRs, and MP3 players after many people he knows already own the devices. However, Perry is rarely among the last people he knows to purchase a new technology. Perry is part of the laggard adopter group. 120) _____
- 121) Members of the early majority are deliberate; although they rarely are leaders, they adopt new ideas before the average person. 121) _____
- 122) In general, innovators tend to be relatively older, be more mature, and have a lower income than late adopters. 122) _____
- 123) Two of the characteristics that are especially important in influencing an innovation's rate of adoption are relative advantage and compatibility. 123) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 124) What role do the four Ps play in consumer behavior? 124) _____
- 125) Give an example of a cultural shift that may impact the marketing of products or services. 125) _____
- 126) Why might the marketing companies seek to channel their spending on online marketing in the Middle East and Africa? 126) _____
- 127) In what way might a marketer rely on opinion leaders? 127) _____
- 128) How does marketing through online social networks differ from more traditional marketing? 128) _____
- 129) Explain why typical husband-dominant or wife-dominant products of the 1970s may no longer be regarded as typical. 129) _____
- 130) Explain the concept of brand personality. 130) _____

- 131) Explain why selective attention is not controllable by a marketer. 131) _____
- 132) Explain how selective distortion is somewhat controllable by a marketer. 132) _____
- 133) Knowing that selective retention prevents consumers from remembering everything about an ad, what might a marketer do to enhance retention? 133) _____
- 134) Explain the role of marketers in the information search step of the consumer decision-making process. Give an example of how the marketer might execute this role. 134) _____
- 135) Explain how marketers may be able to reduce postpurchase cognitive dissonance. 135) _____
- 136) Why should marketers set up systems that encourage customers to complain about products? 136) _____
- 137) What strategy should a marketer use upon learning that consumers are not buying a product because they do not perceive a need for it? 137) _____
- 138) What are the differences between innovators and early adopters? 138) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 139) Cultural factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class. Compare the roles of culture, subculture, and social class.
- 140) Many social classes make up important market segments . Examples of three such important social class groups includeUpper Uppers, Upper Middle, Upper Lower. Describe the general characteristics of each of these social classes.
- 141) A consumer's behavior is influenced by social factors, such as the consumer's small groups, family, and social roles and status. Explain the differences among these social factors.
- 142) Each person's distinct personality influences his or her buying behavior. Personality is usually described in terms of traits. What are these traits, and how do they affect the way people purchase items? Give at least one example.
- 143) Explain Maslow's Hierarchy of Needs.
- 144) State the five brand personality traits and give an example of a brand association with each specific trait.
- 145) Compare and contrast the four types of buying decision behavior exhibited by consumers.
- 146) Describe some important strategies for a marketer of a high-involvement product.
- 147) Listing them in the proper order, what are the stages in the buyer decision process? Describe each.
- 148) Identify and describe the stages in the adoption process.

149) Identify the product characteristics that influence the rate of adoption. Explain how each characteristic affects the rate of adoption.

Answer Key

Testname: UNTITLED1

- 1) E
- 2) D
- 3) B
- 4) C
- 5) E
- 6) A
- 7) C
- 8) E
- 9) A
- 10) B
- 11) D
- 12) E
- 13) C
- 14) A
- 15) A
- 16) E
- 17) E
- 18) D
- 19) D
- 20) B
- 21) E
- 22) D
- 23) D
- 24) C
- 25) B
- 26) E
- 27) C
- 28) A
- 29) A
- 30) D
- 31) B
- 32) E
- 33) D
- 34) C
- 35) D
- 36) C
- 37) E
- 38) D
- 39) D
- 40) E
- 41) C
- 42) E
- 43) D
- 44) B
- 45) D
- 46) C
- 47) A
- 48) D
- 49) B
- 50) D

Answer Key

Testname: UNTITLED1

- 51) E
- 52) B
- 53) E
- 54) A
- 55) E
- 56) C
- 57) E
- 58) A
- 59) E
- 60) E
- 61) E
- 62) D
- 63) D
- 64) C
- 65) D
- 66) B
- 67) B
- 68) D
- 69) C
- 70) D
- 71) D
- 72) C
- 73) D
- 74) B
- 75) B
- 76) C
- 77) A
- 78) A
- 79) C
- 80) E
- 81) D
- 82) C
- 83) C
- 84) B
- 85) B
- 86) C
- 87) E
- 88) C
- 89) A
- 90) D
- 91) D
- 92) A
- 93) D
- 94) D
- 95) C
- 96) A
- 97) A
- 98) A
- 99) FALSE
- 100) FALSE

Answer Key

Testname: UNTITLED1

- 101) TRUE
- 102) FALSE
- 103) FALSE
- 104) TRUE
- 105) FALSE
- 106) FALSE
- 107) TRUE
- 108) TRUE
- 109) FALSE
- 110) FALSE
- 111) TRUE
- 112) FALSE
- 113) FALSE
- 114) FALSE
- 115) TRUE
- 116) FALSE
- 117) FALSE
- 118) FALSE
- 119) TRUE
- 120) FALSE
- 121) TRUE
- 122) FALSE
- 123) TRUE
- 124) The four Ps are the marketing stimuli that affect buyer behavior: marketers use product, price, place, and promotion to attract the targeted consumers.
- 125) Answers will vary. Currently, the shift toward greater concern about health and fitness has generated increased marketing of exercise equipment and gear.
- 126) The use of social networks in the Arab world has been growing at a fast pace. The Middle East and Africa regions enjoyed a 66 percent growth in the number of social network visitors in 2008 (compared with an average growth of 25 percent across the world).
- 127) Opinion leaders can influence other larger groups of consumers to be attracted to a marketer's products.
- 128) Marketers hope to use social networks to interact with consumers and become a part of their everyday lives, instead of relying on the one-way commercial messages of more traditional media.
- 129) Changes in the traditional family structure, such as more women holding jobs outside the home and more single-parent households, have changed the traditional buying roles over time.
- 130) A brand personality is the specific mix of human traits that may be attributed to a particular brand.
- 131) A marketer cannot guarantee that a consumer will pay attention to or remember a specific ad; people use selective attention because it is impossible for them to pay attention to the thousands of marketing stimuli they experience each day.
- 132) Marketers can attempt to understand consumers' mindsets and how these will affect perceptions of advertisements.
- 133) Use of drama, fear, or extreme humor in an ad can often promote retention among consumers; ad repetition may also work.
- 134) The role of marketers in the information search step is to make the information consumers want and need about their product easily accessible by the consumer.
- 135) Marketers must make every effort to enhance after-sale communications, providing evidence and support to help consumers feel good about their purchases.
- 136) Most customers never share their complaints with marketers; without this information, it is difficult for a company to identify how it can improve its products.
- 137) Marketing might launch an advertising campaign that shows customers how the product can solve their existing problems and meet their existing needs.

Answer Key

Testname: UNTITLED1

- 138) Innovators are more willing to take on risk; early adopters try new ideas early on but are much more deliberate.
- 139) Culture is the most basic cause of a person's wants and behavior. Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important markets. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. Unlike nationality or ethnic subculture, social class is determined by a combination of many variables, such as occupation, income, education, and wealth. Social scientists have identified seven social classes within the American culture, ranging from upper class to lower class.
- 140) *Upper Uppers*: The social elite who live on inherited wealth. They give large sums to charity, own more than one home, and send their children to the finest schools.

Upper Middles: Professionals, independent businesspersons, and corporate managers who possess neither family status nor unusual wealth. They believe in education, are joiners and highly civic minded, and want the "better things in life."

Upper Lovers : The working poor. Although their living standard is just above poverty, they strive toward a higher class. However, they often lack education and are poorly paid for unskilled work.

- 141) Small groups to which a person belongs have a direct influence on what a person buys. Reference groups serve as direct or indirect points of comparison or reference in forming a person's attitudes or behaviors. An aspirational group is one to which the individual wishes to belong. Reference groups expose a person to new behaviors and lifestyles, influence a person's attitudes and self-concept, and create pressures to conform that may affect the person's product and brand choices. Opinion leaders are also included in reference groups. The group closest to consumers is the family, the most important consumer buying organization in society. Marketers are interested in the changing roles and influence of each family member, particularly as male and female purchasing roles evolve and children wield more purchasing influence. Within groups, including families, the position of an individual is defined by role and status. A role consists of the activities people are expected to perform according to the persons around them, while status is the general esteem given to that role. People tend to choose products that fit with their roles and status.
- 142) Personality is described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing behavior for certain products. Consumers are likely to choose brands with personalities that match their own. For example, someone with a sophisticated personality might be attracted to a more sophisticated product, such as a BMW, while someone with a more rugged personality might be attracted to a more rugged product, such as a Jeep.
- 143) Maslow suggested that our unfulfilled needs motivate us and that our needs are arranged in a hierarchy. The hierarchy of needs includes physiological, safety, social, self-esteem, and self-actualization needs. Maslow suggested that we fill the bottom-level, basic needs first before moving up the hierarchy. Until more basic needs such as safety are fulfilled, an individual has little interest in higher-level needs such as esteem and self-actualization.
- 144) The five brand personality traits are:
1. Sincerity (down-to-earth, honest, wholesome, and cheerful)
 2. Excitement (daring, spirited, imaginative, and up-to-date)
 3. Competence (reliable, intelligent, and successful)
 4. Sophistication (upper class and charming)
 5. Ruggedness (outdoorsy and tough).

Some possible examples include "the automaker Jeep with 'ruggedness,' Apple with 'excitement,' the BBC with 'competence,' and the Dove brand of soap with 'sincerity.' These brands will attract persons who are high on the same personality traits.

Answer Key

Testname: UNTITLED1

- 145) A consumer exhibits complex buying behavior when he or she is highly involved in a purchase decision and perceives significant differences among the choices. Consumers will engage in a learning process as they gather and analyze information about their choices before making a purchase. When a consumer is highly involved with a purchase but does not perceive significant differences among his or her choices, he or she will most likely engage in dissonance-reducing behavior. This behavior involves less time learning about each product's attributes, and a consumer is more likely to make a choice based on a good price or convenience. Habitual buying behavior and variety-seeking behavior are exhibited when a consumer has a low involvement with the product. When the consumer sees little difference between brands, he or she will most likely engage in habitual buying behavior, buying the most familiar brands out of habit. When the consumer perceives some significant brand differences, he or she is more likely to engage in variety-seeking buying behavior, doing a lot of brand switching without a great deal of evaluation before purchase.
- 146) Marketers must understand the information-gathering and evaluation behavior of their high-involvement customers. This involves helping customers learn about the product attributes and their relative importance, as well as clearly differentiating the brand's features. Marketers might use long copy in print media to satisfy the customer's need for information. Marketers must also motivate salespeople to influence the customer's choice. To discourage customers' postpurchase dissonance, after-sale communications from the marketer should help customers feel good about their purchase decision.
- 147) In the need recognition stage, consumers become aware of a new problem or need. Then, in the information search stage, consumers seek information about the products which aim to meet that need. In the alternative evaluation stage, consumers use the gathered information to compare and contrast the choices. Consumers do not use the same evaluation process in all buying situations; sometimes they may make careful, logical calculations and other times they may rely on intuition and buy on impulse. Consumers then make the purchase decision, buying the product. The last component of the process is postpurchase behavior, which is determined by any difference between the consumer's expectations for the product and the perceived performance of the product.
- 148) In the awareness stage, consumers become aware of the new product but lack information about it. Then, consumers seek information about the new product in the interest stage. In the evaluation stage, consumers consider whether trying the new product makes sense. Consumers try the product on a limited basis in the trial stage. Finally, consumers decide to make full use of the product in the adoption stage.
- 149) The five most important product characteristics that influence the rate of a product's adoption are relative advantage, compatibility, complexity, divisibility, and communicability. Relative advantage is the degree to which an innovation appears superior to existing products; the greater the perceived relative advantage, the sooner the product will be adopted. Compatibility is the degree to which the innovation fits the values and experiences of potential consumers; high compatibility leads to quick adoption. Complexity is the degree to which the innovation is difficult to understand or use; the greater the complexity, the slower the adoption rate. Divisibility is the degree to which the innovation may be tried on a limited basis; the higher the divisibility, the slower the rate of adoption. Finally, communicability is the degree to which the results of using the innovation can be observed or described to others; high communicability lends itself to a higher rate of adoption.