Question 1
In the CLOTHING MINI CASE, Outer Limits Outfitters would be considered a(n) ________.
A) subsidiary brand  
B) global brand  
C) acculturated brand  
D) national brand  
E) local brand  

Question 2
A marketer is better off using a one-sided message than a two-sided message when ________.
A) the audience is likely to hear opposing claims  
B) the audience is well educated  
C) the audience does not initially favor the marketer’s message  
D) the audience favors a competitor  
E) the audience is friendly/uses the product  

Question 3
When a person says “I contributed to the American Red Cross because it really helps people in need” or “He tried to persuade me to buy an LED rather than a 3D TV because he’d make a bigger commission,” they are providing examples of ________ in action.
A) attribution theory  
B) buyer intention theory  
C) attitude theory  
D) cognitive dissonance theory  
E) self-perception theory  

Question 4
Roy is looking to buy a new HDTV set. He knows from friends that LCD set screens reflect less light than plasma set screens, but that LCD sets are also more subject to blurring than plasma sets. This is an example of the ________ component of his attitude toward HDTVs.
A) cognitive  
B) affective  
C) objective  
D) situational  
E) conative  

Question 5
The largest of the six global consumer market segments are the Altruists.
A) True  
B) False  

Question 6
Trait theory is focused on empirical personal characteristics or features that set one person apart from another person.
A) True  
B) False  

Question 7
Generation Y, Generation X, baby boomers, and seniors are four subcultural segments based on ________.
A) age  
B) geographic location  
C) religion  
D) race  
E) gender  
Question 8
Members of a specific ________ possess beliefs, values, and customs that set them apart from other members of the same society.
A) trait  
B) demographic  
C) race  
D) ideology  
E) subculture  

Question 9
Google's most prominent use is ________.
A) its search engine  
B) its mobile ads  
C) its online display ads  
D) its web-search ads  
E) its video ads  

Question 10
When consumers use online sites to compare models and brands of products and click for more technical information, companies gain information about ________.
A) buying patterns  
B) competitors' prices  
C) self-reported data  
D) product attributes that consumers consider the most important  
E) market research  

Question 11
The FTC holds marketers responsible for determining their ads' potential to mislead consumers.
A) True  
B) False  

Question 12
Smobile (in "Smobile Web") stands for ________.
A) sustainable + mobile  
B) social + mobile  
C) self + mobile  
D) solar + mobile  
E) smooth + mobile  

Question 13
Individuals who successfully achieve their goals usually set new and higher goals for themselves; that is, they raise their ________.
A) social status  
B) motivational state  
C) levels of self-awareness  
D) biogenic needs  
E) levels of aspiration  

Question 14
An example of a company that applied the production concept in the early twentieth century is ________.
A) Google  
B) Apple  
C) Ford  
D) General Motors  
E) Microsoft
Question 15

________ refers to consumers' perceptions of all the components of products, services and brands, and to how consumers evaluate the quality of marketers' offerings.
A) Symbolic attributes
B) Consumers' imagery
C) First impressions
D) Symbolic features
E) Consumers' stereotypes


Question 16

What is cognitive dissonance and when does it happen?


Question 17

A gift given to a romantic other involves lower emotional expectation than a gift given to a friend.
A) True
B) False


Question 18

________ is the processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace.
A) Materialism
B) Consumer socialization
C) Self-regulation
D) Perception
E) Media consumption


Question 19

In the NAIL POLISH MINI CASE, Jenny wants a bottle of Revlon Berry Bon Bon nail polish to match her new sweater. This is an example of a
A) product-specific goal
B) subjective goal
C) needs-driven goal
D) general goal
E) generic goal


Question 20

Newspaper or magazine articles, direct-mail brochures, and websites are considered _______ prepurchase information sources.
A) external
B) independent
C) network
D) evoked
E) personal


Question 21

________ are examples of subcultural categories based on geographic region.
A) Eastern, Southern, and Southwestern
B) Female and male
C) Teenagers, Generation Xers, and the elderly
D) Greek, Italian, and Russian
E) Lower, middle, and upper

Question 22
What are the differences between continuous, dynamically continuous, and discontinuous innovation?

Question 23
Label and describe the “coolest” teens as identified by BBDO based on its GenWorld Global Teen Study.

Question 24
Portable people meters are small devices, equipped with GPS, that consumers clip onto their belts and wear all day in exchange for monetary incentives.
A) True
B) False

Question 25
In the VALS typology, Innovators are successful, take-charge people with high self-esteem. Because they have such abundant resources, they exhibit all three primary motivations in varying degrees. They are change leaders and are the most receptive to new ideas and technologies. This segment tends to prefer
A) familiar products and established brands
B) value over luxury, and tend to buy basic products
C) products that offer durability, functionality, and value
D) products that reflect cultivated tastes for upscale niche products and services
E) premium products that demonstrate success to their peers

Question 26
When stimuli are highly ambiguous, an individual will usually ______.
A) block them out
B) take extra time to understand the intentions of the source
C) interpret them according to one’s own needs, wishes, and interests
D) consult others as to their meaning
E) ignore them

Question 27
The feeling of social group membership is referred to as ______.
A) class identification
B) reputational class
C) reputational measures
D) class consciousness
E) social class involvement

Question 28
Which of the following is an illustration of a price discount that would be viewed as most favorable given the “right side effect”?
A) a discount from $39 to $38
B) a discount from $16 to $15
C) a discount from $22 to $21
D) a discount from $19 to $18
E) a discount from $26 to $25

Question 29
The Protestant work ethic, which considers hard work to be wholesome, spiritually rewarding, and an appropriate end in itself, is one of the roots of the American value of ______.
A) activity
B) success
C) practicality  
D) efficiency  
E) achievement  

Question 30

The annual discretionary income of seniors amounts to ________ of the net worth of American households.  
A) 30%  
B) 40%  
C) 50%  
D) 60%  
E) 70%  

Question 31

If an undergraduate student was considering getting a tattoo and stopped to ask herself what her parents would think of such behavior, such a reflection would constitute her ________.  
A) subjective norm  
B) niche  
C) external attribution  
D) internal attribution  
E) direct experience  

Question 32

The term "traditional media" is synonymous with broadcast media and mass media.  
A) True  
B) False  

Question 33

Over the past several decades, as a result of families having fewer children, there has been a trend toward children playing a more active role in the family decision-making process.  
A) True  
B) False  

Question 34

Briefly describe how individuals analyze self-attributions and provide an example.  

Question 35

Within the context of the model of consumer decision making, the marketing mix activities of organizations and non-marketing sociocultural influences are the chief ________ factors.  
A) output  
B) input  
C) emotional  
D) decision  
E) cognitive  

Question 36

In the CAR MINI CASE, by offering a variety of cars to choose from, General Motors was able to differentiate itself from Ford by demonstrating to consumers that it could offer ________.  
A) compelling consumer research  
B) significantly lower prices  
C) organizational buying power  
D) an effective marketing mix  
E) a unique selling proposition  
Question 37

"Me too" products are ________.
A) products aimed at helping children learn to share with each other
B) products that need to be bought along with the original product
C) secondary products that customers need to be reminded to buy
D) products that are included for free with the desired product
E) products that lack a unique image or benefit in the eyes of consumers

Question 38

Researchers usually rely on a combination of various research techniques to try to establish the presence and strength of various motives.
A) True
B) False

Question 39

Products are viewed in the same way in all countries.
A) True
B) False

Question 40

Which of the following is true of the "traditional elderly"?
A) They are especially knowledgeable and alert customers.
B) They seek new experiences and personal challenges.
C) They are selectively innovative.
D) They see age as a physical state.
E) They feel financially secure.

Question 41

In a consumer behavior context, ________ are learned predispositions to behave in a consistently favorable or unfavorable way with respect to a given object.
A) attitudes
B) values
C) beliefs
D) feelings
E) intentions

Question 42

Lonnie is responsible for online customer acquisition at a direct marketing firm. His objective is to drive low-cost, high quality traffic to the company's website. Which metric would be the best indicator of how efficiently he spent his online advertising budget?
A) time spent
B) page views
C) unique visitors
D) return visits
E) cost per unique visitor

Question 43

Which of the following is least likely to convey a fragrance brand's image on its own?
A) the product's features
B) the product's fragrance
C) the product's name
D) the product's packaging
E) the product's appearance
Question 44

After buying a Mini Cooper, Kate began paying more attention to advertisements for Mini and spent more time on websites reading about how much Mini drivers love their cars because she was sympathetic to these messages and found them pleasant. This is an example of ________.

A) selective attention  
B) perceptual blocking  
C) perceptual defense  
D) selective exposure  
E) perceptual organization


Question 45

Consumers perceive celebrities that appear in commercials often as more credible than celebrities with lesser commercial exposure.

A) True  
B) False


Question 46

In the SOCIAL MEDIA MINI CASE, if Kraft Foods pays Facebook when a Facebook user clicks on the Wienermobile Run ad, Kraft Foods is utilizing ________.

A) exclusive social media  
B) paid social media  
C) owned social media  
D) covert social media  
E) earned social media


Question 47

John has decided that he needs to switch cellular service providers because his cell phone doesn't work in his new apartment. Within the context of the model of consumer decision making, this is an example of ________ need recognition.

A) psychological state  
B) actual state  
C) hypothetical state  
D) avoidance state  
E) desired state


Question 48

Transatlantic Airlines identifies the most profitable customers and offers them specific incentives, a practice known as ________.

A) customer profitability-focused marketing  
B) social marketing  
C) market targeting  
D) market segmentation  
E) product positioning


Question 49

Streamline Luggage Company markets its roll-aboard suitcases to international executives and businesspeople that travel regularly. This is an example of segmenting based on ________.

A) conspicuous consumption  
B) occupation  
C) income  
D) prestige  
E) education


Question 50

The manufacturers of The Amazing Chop-It, a vegetable chopping tool, have bought a 30-minute spot on a local television channel and have hired a chef to demonstrate and explain the benefits of the product. The spot is intended to look like a cooking show. This is an example of ________.

A) an infomercial
Question 51

Relative to working-class study participants, young professionals are more likely to perceive themselves as ________.
A) uncertain about the future
B) frustrated about their ability to finish things
C) empowered in the sense that they could achieve whatever they set their minds to
D) undisciplined
E) average


Question 52

Campbell's slogan "soup is good food" is an example of ________.
A) umbrella positioning
B) positioning against competition
C) un-owned perception positioning
D) premier position
E) key attribute positioning


Question 53

Which of the following is true of consumer brand beliefs in the context of changing consumer attitudes?
A) The easiest way to change consumer attitudes is to attack longstanding brand beliefs.
B) Consumers generally embrace evidence that challenges strongly held attitudes and beliefs.
C) Consumers tend to interpret ambiguous information in ways that challenge their preexisting attitudes.
D) Brand loyalty is very rare and so it is relatively easy for marketers to change brand beliefs.
E) Consumers frequently resist evidence that challenges strongly held attitudes or beliefs.


Question 54

Position a health club offering to one of the VALS segments. In your description of the positioning for the segment, please note the segment's primary motivation, level of resources, level of innovativeness, and values and consumption patterns.


Question 55

Sue is looking for a new car. She had eliminated any car without comfortable seating for at least four people and that gets less than an average of 35 miles per gallon in fuel efficiency. Sue has used a lexicographic decision rule to narrow down her choices.
A) True
B) False


Question 56

In an American cultural context, whereas ________ is its own direct reward, ________ implies an extrinsic reward.
A) success; achievement
B) activity; success
C) achievement; efficiency
D) achievement; success
E) success; efficiency


Question 57

The first people to purchase a new product are considered ________.
A) trial drivers
B) test consumers
C) nonadopters
D) consumer innovators

Question 58

________ produce(s) more initial learning, whereas ________ usually persist(s) longer.

A) The central route to persuasion; the peripheral route to persuasion
B) Product form extensions; product line extensions
C) Massed learning; distributed learning
D) Modeling; vicarious learning
E) Recognition; recall


Question 59

If Walmart pays Facebook when a Facebook user clicks on Walmart's ad, Walmart is utilizing ________.

A) covert social media
B) owned social media
C) paid social media
D) exclusive social media
E) earned social media


Question 60

Explain what viral marketing is and provide an example of how it is used.


Question 61

The key characteristic of the influence associated with opinion leadership is that ________.

A) it is interpersonal and informal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something
B) it is impersonal and formal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something
C) it is interpersonal and informal and takes place between two or more people, one of whom represents a commercial selling source that would gain directly from the sale of something
D) it is impersonal and informal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something
E) it is interpersonal and formal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something


Question 62

Socialization is best described as ________.

A) a one-way process whereby children socialize adults
B) a two-way process in which the young person is both socialized and influences those who are doing the socializing
C) a one-way process whereby adults socialize children
D) a one-way process that occurs only during adulthood
E) a one-way process that occurs only during adolescence


Question 63

Which of the following class strata view work as means to “buy” enjoyment?

A) lower-upper class
B) upper-middle class
C) lower-middle class
D) upper-lower class
E) lower-lower class


Question 64

For quantitative research, the primary data collection instrument is the ________.

A) metaphor analysis
Question 65

________ refers to the fact that consumers view global brands as a cultural ideal and their purchase and use makes the consumer feel like a citizen of the world and gives them an identity.
A) Global myth
B) Quality signal
C) Global branding
D) Social responsibility
E) Country of origin


Question 66

In the PUB MINI CASE, ________ is the attitude object.
A) Sean
B) the pub
C) the price point
D) the Irish community
E) the advertising message


Question 67

The largest syndicated research company that assesses how many consumers received a message and constructs a profile of those who received it is ________.
A) Google
B) Nielsen
C) MRI
D) ComScore
E) Arbitron


Question 68

According to Maslow, ________ are the first and most basic level of human needs.
A) physiological needs
B) social needs
C) self-actualization needs
D) safety and security needs
E) egoistic needs


Question 69

Reinforcement performed before the desired consumer behavior actually takes place is called modeling.
A) True
B) False


Question 70

Completed messages or tasks are better remembered than those that are incomplete.
A) True
B) False


Question 71

Products and services are often evaluated by the size and direction of the gap between ________.
A) the price of the final product and the company's marketing expenditures
B) consumer expectations and product cost
Question 72
Barry wants a sandwich for lunch. Tom wants a turkey sandwich with lettuce, tomato, and mayonnaise from Subway. Barry has a(n) ________, whereas Tom has a(n) ________.
A) product-specific goal; objective goal
B) generic goal; product-specific goal
C) subjective goal; generic goal
D) objective goal; subjective goal
E) product-specific goal; generic goal

Question 73
In addition to segmenting markets in terms of cultural factors, marketers also segment societies into smaller ________ that consist of people who are similar in terms of their ethnic origin, customs, and ways of behavior.
A) micromarkets
B) subcultures
C) microsocieties
D) mass markets
E) individual markets

Question 74
Task complexity, information organization, and time constraint are the three major contextual factors in decision tasks.
A) True
B) False

Question 75
Also known as "echo boomers" and "millenials," members of the ________ subculture were born between the years 1980 and 1996.
A) Seniors
B) Twixter
C) Generation Y
D) Generation X
E) Baby Boomer

Question 76
The example in the text notes San Francisco City Attorney sued ________ because the company chose to market caffeinated energy drinks to children despite alleged health risks.
A) Hansen's Natural Beverage Corp.
B) Red Bull GmbH
C) Monster Beverage Corp.
D) Pepsico
E) The Coca-Cola Company

Question 77
How much do marketers spend each year to promote foods and beverages to America’s children?
A) less than $8 billion
B) at least $10 billion
C) less than $10 billion
D) at least $20 billion
E) less than $5 billion

Question 78
Which of the following is true of services?
A) Services are durable.
B) Services are tangible.
C) It is more difficult for consumers to evaluate the quality of products than the quality of services.
D) Services are highly consistent in quality.
E) Services are simultaneously produced and consumed.

Question 79
Maria needs a new pair of jeans. She knows that pants from American Eagle, in size 10, tend to fit her very well in the waist and hips and are long enough, so she goes to American Eagle and picks up a pair. Maria's is a case of ________.
A) limited problem solving
B) extensive problem solving
C) routinized response behavior
D) economic problem solving
E) passive problem solving

Question 80
What is the primary reason for growth of mobile advertising?
A) Marketers cannot differentiate between mobile advertising and advertising on social media networks.
B) It is novel so marketers are testing it.
C) Consumers think all mobile advertising is credible, regardless of its source.
D) More and more people are using smartphones and other mobile Internet devices.
E) Marketing budgets have dramatically increased, so there is extra money to experiment in mobile outlets.

Question 81
A consumer's ________ is a digital calculation that evaluates people’s buying power and value as consumers that is largely invisible to the consumers.
A) data broker score
B) Google Analytic rank
C) AdChoice score
D) beacon
E) e-score

Question 82
A turquoise triangle that appears on the upper right-hand corner of banner ads, which can be clicked by consumers to opt out of having their behavior tracked online, was designed by ________.
A) CARU
B) NARC
C) the Digital Advertising Alliance
D) the Federal Trade Commission
E) Congress

Question 83
Social norm messages are more persuasive when they are credible and believable.
A) True
B) False

Question 84
________ is an unpaid form of promotion, oral or written, in which satisfied customers tell other people how much they like a business, product, service, or event.
A) Symbolic influence
B) Comparative influence
C) Source credibility
D) Word-of-mouth
E) Normative influence
Question 85
Kim wants a candy bar and tries to convince her father to purchase one for her by threatening to throw a fit in the crowded grocery store if he does not. This is an example of which of the following tactics used by children to influence their parents?
A) coalition tactic  
B) pressure tactic  
C) consultation tactic  
D) ingratiating tactic  
E) exchange tactic

Question 86
Some TV ads change sensory input by using silence or louder sounds in their ads to generate attention. This is a form of advertising used in order to overcome ________.
A) perceptual blocking  
B) sensation  
C) sensory adaptation  
D) the just noticeable difference  
E) preference for competitive advertisements

Question 87
Individuals with more purchasing power or a greater ability to make purchases have more status.
A) True  
B) False

Question 88
If an MBA alumnus considers donating to the program, but is concerned about whether he will become part of a select group if he donates, he is trying to seek reinforcement for his initial attributions via ________.
A) consensus  
B) distinctiveness  
C) consistency over modality  
D) self-defense  
E) consistency over time

Question 89
SERVQUAL is a scale that is designed to measure the gap between customer expectations or services and their perception of the service actually delivered. Describe the dimensions on which this scale is based.

Question 90
Consumers often develop shortcut decision rules to facilitate the decision-making process and to cope with ________.
A) negative information  
B) contradicting information  
C) lack of information  
D) inconsistent information  
E) too much information

Question 91
Global brands are viewed differently than local brands, and consumers worldwide associate global brands with three characteristics: quality signal, global myth, and social responsibility.
A) True  
B) False
Question 92

Interview surveys most often take place in a public space or in retail shopping areas. The latter are referred to as ________.
A) mall intercepts
B) shopping experience surveys
C) shop stops
D) focus groups
E) mystery shops

Question 93

Research has shown that 25 percent of beer drinkers account for about 75 percent of all beer consumed. This is an example of a justification for ________ segmentation.
A) psychographic
B) benefit
C) usage-situation
D) lifestyle
E) usage rate

Question 94

American Jews have higher levels of brand loyalty and word of mouth than non-Jews.
A) True
B) False

Question 95

As consumers spend more time online and have more technological tools that enable them to avoid exposure to TV ads, marketers are ________.
A) shifting dollars from traditional display advertising to sites like Facebook that can deliver huge audiences
B) blocking out any mention of brand names during regular programming
C) investing in flashier television advertisements to attract attention to themselves
D) buying more air time in an attempt to crowd out their competitors’ advertisements
E) lobbying for legislation that will prohibit the sale of devices that allow consumers to avoid advertising on the basis that such devices are anti-competitive

Question 96

In the VALS typology, Thinkers are motivated by ideals and tend to have high resources. They tend to be well educated and actively seek out information in the decision-making process. This segment tends to prefer ________.
A) familiar products and established brands
B) value over luxury, and tend to buy basic products
C) products that offer durability, functionality, and value
D) products that reflect cultivated tastes for upscale niche products and services
E) premium products that demonstrate success to their peers

Question 97

Ethnic clothing, art, music, and foreign-language newspapers are examples of ________ that can be associated with nationality subcultures.
A) loyalty drivers
B) cross-cultural bridges
C) ambassadors
D) fixation products
E) cultural artifacts

Question 98

Identify the three conditions under which customization is most likely to be effective and provide an example of a successful customizable offering that meets these criteria.
Question 99
According to Murray’s list of psychogenic needs, need for dominance/power may conflict with ________.
A) need for information
B) needs associated with inanimate objects
C) need for prestige/ambition
D) need for achievement
E) need for affiliation/affection

Question 100
Most products do not have substitutes or similar products in the marketplace, so having a distinct benefit is usually unimportant for marketers.
A) True
B) False

Question 101
Socially responsible activities improve a company’s image among consumers, stockholders, the financial community, and other relevant publics.
A) True
B) False

Question 102
When segmenting women who work outside the home, the ________ is single, not necessarily looking for a husband, aspires to luxury brands, uses social networks for image management, and sees a wedding as a party (vs. a ritual).
A) Plan-to-Work Housewife
B) Independent Woman
C) Just-a-Job Working Woman
D) Mom Achiever
E) Alpha Goddess

Question 103
_______ refers to consumers’ heightened awareness of stimuli that meet their needs or interests, and minimal awareness of stimuli irrelevant to their needs.
A) Perceptual defense
B) Perceptual blocking
C) Perceptual organization
D) Selective exposure
E) Selective attention

Question 104
Rosetta Car Rental exercises ________ when it stocks more convertible cars in California than in New York.
A) geographic segmentation
B) demographic segmentation
C) sociocultural segmentation
D) usage-situation segmentation
E) psychographic segmentation

Question 105
Of the three levels of consumer decision making, ________ requires the greatest effort on the part of the consumer.
A) extensive problem solving
B) economic problem solving
C) limited problem solving
D) passive problem solving
E) routinized response behavior
Question 106

The personal cultural orientation that questions whether the well-being of group members is important for the individual and whether the individual feels good when s/he cooperates with group members is ________.
A) Risk Aversion
B) Interdependence
C) Power
D) Social Inequality
E) Masculinity

Question 107

Best Buy uses Twitter effectively by having qualified employees answer technological questions for about forty thousand followers.
A) True
B) False

Question 108

_______, which are small devices that monitor codes embedded into audio streams of media that consumers receive which are equipped with GPS, that consumers clip onto their belts and wear all day, were developed by ________.
A) GPSs; Nielsen
B) PPMs; Arbitron
C) PPMs; ComScore
D) PPMs; Nielsen
E) GPSs; Arbitron

Question 109

Which of the following is NOT a factor that increases prepurchase search?
A) a socially visible product
B) high price
C) short periods of time between successive purchases
D) high product involvement
E) no past experience

Question 110

When consumers buy the most expensive model to mitigate the risk of purchasing a poorly performing product, they are using ________ to minimize their risk.
A) brand loyalty
B) perceptual blocking
C) narrow categorization
D) the price/quality relationship
E) information-seeking behavior

Question 111

Which of the following is NOT a characteristic of compulsive buyers?
A) Compulsive buyers are more likely to be males (75% of compulsive buyers).
B) Compulsive buyers feel others would be horrified if they knew about their shopping habits.
C) Compulsive buyers feel compelled to spend all or part of their money.
D) Compulsive buyers buy products they do not need despite having little money left.
E) Compulsive buyers knowingly write checks that will bounce.

Question 112

It is generally accepted that older people's perceptions of their ages are more important in determining behavior than their chronological ages.
A) True
B) False
Question 113

There are four possible global marketing strategies, one of which is a local strategy, which is offering ________.
A) a customized product and a customized message
B) a standardized product and a standardized message
C) a standardized product and a customized message
D) a standardized pricing strategy and a customized product
E) a customized product and a standardized message

Question 114

Contemporary qualitative consumer research grew out of ________
A) the belief that consumers always know what they want
B) the belief that consumers always understand why they do the things they do
C) the belief that consumers generally select those products and services that give them the highest satisfaction
D) the rejection of the belief that consumer marketing was simply applied economics
E) the belief that consumers generally select those products and services that carry the lowest cost

Question 115

A child's immediate family is a(n) ________ group that plays an important role in molding the child's general consumer values and behavior.
A) comparative
B) symbolic
C) informal
D) membership
E) normative

Question 116

The ________ refers to the specific brands a consumer considers in making a purchase within a particular product category.
A) inert set
B) inept set
C) emotional set
D) independent set
E) evoked set

Question 117

In ________ tests, the consumer is asked whether he or she has read a specific magazine or watched a specific television show, and, if so, if he or she can remember any ads or commercials seen, the product and brand advertised, and any notable points about the offerings promoted.
A) recall
B) recognition
C) discrimination
D) low involvement processing
E) brand loyalty

Question 118

Protestant denominations, Roman Catholicism, and Judaism are the principal organized subcultures based on ________.
A) age
B) nationality
C) geographic location
D) religion
E) gender

Question 119

________ reference groups serve as benchmarks for specific or narrowly defined attitudes or behavior.
A) Symbolic
B) Normative
Question 120
Mass communications feedback is usually inferred.
A) True
B) False

Question 121
The actions that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs is known as ________.
A) the marketing mix
B) positioning
C) consumer behavior
D) the production orientation
E) narrowcasting

Question 122
In ________, the marketer adds related products to an already established brand.
A) product category extensions
B) product line extensions
C) product differentiation
D) product generalization
E) product form extensions

Question 123
America is aging. What three factors are driving the growth of the elderly population in the United States?

Question 124
Regional differences in consumption behavior are especially clear when it comes to food and drink, but rarely appear as brand preferences.
A) True
B) False

Question 125
What was the ultimate result of Oldsmobile’s repositioning strategy, which tried to shift perceptions of Oldsmobile as an “old folks” car?
A) Oldsmobile sold more units, but did not shift the image and identity of its brand.
B) Oldsmobile shifted the image and identity of its brand, but did not sell more units.
C) Oldsmobile did not shift the image and identity of its brand, so GM tried a different position.
D) Oldsmobile did not shift the image and identity of its brand, and GM stopped producing the brand.
E) Oldsmobile shifted the image and identity of its brand and sold more units.

Question 126
AOL is the largest entity online.
A) True
B) False

Question 127
In consumer research, ________ is information that has already been collected for some other purpose, and is often helpful in designing a new research project.
A) negativism
<table>
<thead>
<tr>
<th>Question 128</th>
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<tbody>
<tr>
<td>The silent, mental repetition of information, must take place for information to have a chance to be transferred to the long-term store.</td>
</tr>
<tr>
<td>A) Recall</td>
</tr>
<tr>
<td>B) Comprehension</td>
</tr>
<tr>
<td>C) Rehearsal</td>
</tr>
<tr>
<td>D) Encoding</td>
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<tr>
<td>E) Involvement</td>
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<tr>
<th>Question 129</th>
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<tbody>
<tr>
<td>In the SOUP MINI CASE, White Mountain offers a variety of types of soup in order to appeal to which of the following American core values?</td>
</tr>
<tr>
<td>A) external conformity</td>
</tr>
<tr>
<td>B) individualism</td>
</tr>
<tr>
<td>C) practicality</td>
</tr>
<tr>
<td>D) freedom</td>
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<td>E) material comfort</td>
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<th>Question 130</th>
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<tbody>
<tr>
<td>The promise of possibly receiving a reward provides positive reinforcement and encourages consumer patronage.</td>
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<tr>
<td>A) True</td>
</tr>
<tr>
<td>B) False</td>
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<th>Question 131</th>
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<tr>
<td>Mothers are stronger consumer socialization agents than their husbands because ________.</td>
</tr>
<tr>
<td>A) they are more involved with their children</td>
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<tr>
<td>B) they provide instruction in the skills needed to become consumers</td>
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<tr>
<td>C) they regulate the amount of money children can spend and how they spend it</td>
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<tr>
<td>D) they often control their children's exposure to commercial messages</td>
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<tr>
<td>E) all of the above</td>
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<th>Question 132</th>
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<tr>
<td>When Colgate divides the pre-teens toothpaste group into four segments and offers each one its own toothpaste, they are using ________ segmentation.</td>
</tr>
<tr>
<td>A) use-related</td>
</tr>
<tr>
<td>B) physiological</td>
</tr>
<tr>
<td>C) sociocultural</td>
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<tr>
<td>D) demographic</td>
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<td>E) psychological</td>
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<th>Question 133</th>
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<tr>
<td>________ are considered expert informal sources of information.</td>
</tr>
<tr>
<td>A) Opinion leaders</td>
</tr>
<tr>
<td>B) Buzz agents</td>
</tr>
<tr>
<td>C) Salespeople</td>
</tr>
<tr>
<td>D) Spokespeople</td>
</tr>
<tr>
<td>E) Consumer Reports</td>
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<th>Question 134</th>
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<tr>
<td>The societal marketing concept ________.</td>
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### Question 135

In ________, advertisers specify the criteria of the persons they wish to reach online and then bid in real time for the opportunities to reach such people.

A) data aggregation  
B) segment-based targeting  
C) retargeting  
D) segment auctions  
E) impression-based targeting

**Answer:** https://biology-forums.com/index.php?topic=652831

### Question 136

A researcher who was developing a segmentation strategy for a new online dating service might collect ________, such as population statistics from the U.S. Census, then conduct a ________, such as a focus group, to gather information about the target populations attitudes and concerns.

A) secondary data; qualitative research  
B) primary data; qualitative research  
C) qualitative research; secondary data  
D) qualitative research; questionnaire  
E) secondary data; quantitative research

**Answer:** https://biology-forums.com/index.php?topic=651603

### Question 137

Enculturation is the learning of a new or foreign culture.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=652283

### Question 138

The degree of rigidity towards information and opinion contradictory to one's beliefs and views — or close-mindedness; the opposite of being open-minded — is known as ________.  

A) need for uniqueness  
B) innovativeness  
C) social character  
D) inner-directedness  
E) dogmatism

**Answer:** https://biology-forums.com/index.php?topic=651330

### Question 139

When it comes to consumer behavior, ancestral pride associated with ________ is manifested most strongly in the consumption of ethnic foods, in travel to the "homeland," and in the purchase of numerous cultural artifacts.

A) race subcultures  
B) religious subcultures  
C) gender subcultures  
D) age subcultures  
E) nationality subcultures

**Answer:** https://biology-forums.com/index.php?topic=652319

### Question 140

Apps collect users' personal information and provide the information to the app developers.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=651694
Question 141
Which of the following determinants of customer satisfaction with online websites and merchants while shopping online is characterized by the merchant's ability to match purchase recommendations to one's needs and customize products and advertisements so the customer feels unique and valued?
A) trust
B) engagement
C) network
D) interactivity
E) adaptation

Question 142
The ability for smartphones to communicate with each other wirelessly without Wi-Fi is called ________.
A) Google Goggles
B) zapping
C) near field communications
D) narrowcasting
E) stationary communications

Question 143
Consumers who have a high need for cognition are likely to ________.
A) form positive attitudes in response to ads that feature an attractive model or a celebrity
B) form negative attitudes toward ads that are rich in product information
C) feel neutral toward ads that feature attractive models or product information
D) form a positive attitude in response to ads or direct mail that are rich in product-related information
E) feel neutral toward ads that are rich in product-related information

Question 144
Provide an example of a brand image update that was designed to create emotional bonds between the brand and the consumer.

Question 145
What are the types of perceived risk consumers have to deal with?

Question 146
An(n) ________ is manufactured, packaged, and positioned the same way regardless of the country in which it is sold.
A) world brand
B) local brand
C) customized brand
D) intra-cultural brand
E) hybrid brand

Question 147
The notion of ________ suggests that consumers attribute various descriptive personality-like traits or characteristics to different brands.
A) consumer dogmatism
B) sensation seeking
C) consumer need for cognition
D) brand personality
E) consumer innovation

Question 148
Provide three examples of effective Tweeting from marketers.
Question 149
Online marketers are less likely to use cookies and ratings to generate addressable advertising than offline marketers.
A) True
B) False

Question 150
Manufacturers of private-label brands try to make their packaging closely resemble the national brand leaders. They are hoping that consumers will engage in ________ and attribute the qualities of the leading national brand to the private-label brand by virtue of their similar packaging appearance.
A) advertising wearout
B) stimulus discrimination
C) family branding
D) interference
E) stimulus generalization

Question 151
________ strategies are designed to distinguish a product or brand from that of competitors on the basis of an attribute that is relevant, meaningful, and valuable to consumers.
A) Stimulus differentiation
B) Product differentiation
C) Product discrimination
D) Stimulus generalization
E) Stimulus discrimination

Question 152
How is the working-woman market segmented?

Question 153
In the AIRLINE MINI CASE, when Transatlantic upgrades the seat assignment of especially loyal customers, the airline is attempting to increase ________.
A) customer satisfaction
B) net revenue
C) profit margins
D) social responsibility
E) production capacity

Question 154
When the government of a country attempts to attract businesses by buying several pages in a well-respected news magazine and fills them with what appears to be a news article on the strength of the country's economy, the stability of its government, and the business-friendly nature of its legislation, this is an example of ________.
A) broadcast media
B) an advertorial
C) buzz marketing
D) product placement
E) an infomercial

Question 155
If consumers like the ad they see, they are more likely to buy the product.
A) True
B) False

Question 156
Culture gradually but continually evolves to meet the needs of society.
A) True
B) False

Question 157
A group of foodies that Nora has never met and only interacts with through online websites and a Facebook group, where group members share recipes and recommendations, is an example of a(n) ________.
A) friendship group
B) shopping group
C) virtual community
D) advocacy group
E) aspirational group

Question 158
A marketer uses a ________ when it acknowledges competing products in its marketing communications.
A) two-sided message
B) vocal cue
C) negative frame
D) positive frame
E) one-sided message

Question 159
Motivation is produced by a state of tension, which exists as the result of ________.
A) unrealized desires
B) environmental forces
C) satisfied desires
D) unfulfilled needs
E) peer pressure

Question 160
Which of the following is a limitation of mobile advertising for marketers?
A) Mobile ads help consumers find useful information like referrals.
B) Consumers are reluctant to receive mobile ads.
C) Ads can take the entire mobile screen; mobile screens are getting larger.
D) Banner ads are inexpensive.
E) Mobile marketers are experimenting with inserting ads in places consumers do not expect to see any.

Question 161
In the COLLEGE MINI CASE, Yale is part of Evelyn's ________.
A) inert set
B) cognitive set
C) inept set
D) evoked set
E) affective set

Question 162
In the FOOT CREAM MINI CASE, the Athlete's Aid commercial is an example of ________ communication.
A) interactive, interpersonal
B) formal, impersonal
C) formal, interpersonal
D) informal, interpersonal
E) informal, impersonal
Question 163
A celebrity’s credibility is reduced when s/he endorses a variety of products because ________.
A) the celebrity has positive associations with the products
B) the economic motivation underlying the celebrity’s endorsements becomes too pronounced
C) teens find celebrities more authentic than other customers
D) almost a quarter of advertisements use a celebrity spokesperson
E) the celebrity becomes less famous

Question 164
A creative mobile promotion offered by a restaurant, which gives consumers a live video feed from its kitchen to their mobile phones, is called
________.
A) GPS video
B) foodie video
C) Instagram
D) vine voyeurism
E) culinary voyeurism

Question 165
Which of the following is an important form of external information?
A) shopping
B) heuristics
C) past experience
D) memories
E) knowledge

Question 166
The selling concept does not consider customer satisfaction because consumers who are aggressively induced to buy products they do not want or need will not buy them again.
A) True
B) False

Question 167
The most widely accepted framework for researching service quality stems from the premise that a consumer’s evaluation of service quality is a function of the ________ of the gap between the customer’s expectations of service and the customer’s assessment of the service actually delivered.
A) intangible attributes
B) magnitude and direction
C) type and physical characteristics
D) intrinsic cues
E) extrinsic cues

Question 168
Which of the following is NOT one of the characteristics of an effective target?
A) inaccessible
B) reachable
C) sizeable
D) identifiable
E) congruent with the marketer’s objectives and resources

Question 169
If a consumer looks up a pair of Cole Haan shoes on Rue La La’s website, and then an ad promoting Cole Haan’s sale follows her and shows up when she is reading her newsfeed on Facebook, the marketer is engaged in ________.
A) data warehousing
B) cyberstalking
Question 170

When Chandler, one of the characters on the television show Friends, drank YooHoo chocolate flavored beverage, it was an example of ________.
A) webisodes
B) advergames
C) product placement
D) interactive television (TV)
E) out of home media

Question 171

Marketing scholars who believe the ________ believe three exposures to an advertisement are needed: one to make consumers aware of the product, a second to show consumers the relevance of the product, and a third to remind them of the product.
A) three-knock standard
B) three-experience rule
C) three-hit theory
D) three-introduction principle
E) three-exposure norm

Question 172

Symbols can have contradictory meanings.
A) True
B) False

Question 173

Custom Interiors, an interior design firm, sends a holiday basket of Florida citrus fruit to its accounting firm. This is an example of ________.
A) interpersonal gifting
B) intercategory gifting
C) intergroup gifting
D) intrapersonal gifting
E) intragroup gifting

Question 174

By 2020, the middle class will grow to constitute over ________ of the world's population.
A) 50%
B) 60%
C) 70%
D) 75%
E) 80%

Question 175

Individuals act and react on the basis of ________, not on the basis of ________.
A) their previous experiences; peer pressure
B) objective reality; their previous experiences
C) their previous experiences; their perceptions
D) their perceptions; their previous experiences
E) their perceptions; objective reality

Question 176

The traditional five adopter categories present in diffusion literature include all potential consumers present in the marketplace.
A) True
Question 177

Depth interviews are 20- to 60-minute, non-structured interviews between the interviewer and the respondent in which ________.  
A) the respondent is asked to answer a series of multiple choice questions  
B) the interviewer actively directs and leads the respondent in certain directions  
C) the respondent answers a series of prepared questions in brief  
D) the interviewer minimizes his or her own participation  
E) the respondent is encouraged to be positive about the topic of discussion  

Question 178

Baby boomers are consumption oriented.  
A) True  
B) False  

Question 179

Companies that focus on understanding customers are able to continue to grow and remain leaders in their industries in spite of increased competition and changing business environments.  
A) True  
B) False  

Question 180

In the COLLEGE MINI CASE, Evelyn's college counselor is a(n) ________ source of prepurchase information.  
A) personal  
B) cognitive  
C) impersonal  
D) inert  
E) affective  

Question 181

Which of the following customer retention measurement methods is described: the percentage of customers at the beginning of the year that are still customers by the end of the year?  
A) customer valuation  
B) retention rate  
C) defection rate  
D) benchmark  
E) complaint analysis  

Question 182

Which of the following is NOT one of the benefits of retaining loyal customers?  
A) Loyal customers are more price-sensitive.  
B) Loyal customers are more likely to purchase high margin supplemental products.  
C) Loyal customers make employees' jobs easier and more satisfying.  
D) Loyal customer refer other customers and engage in positive word-of-mouth.  
E) It is less expensive to service existing customers.  

Question 183

Implementing the marketing concept includes consumer research, market segmentation, a combination of the product, price, place and promotion strategies, providing value, and long-term customer satisfaction and retention.  
A) True  
B) False  
Question 184

A distributed ad campaign, with ads repeated on a regular basis, results in more long-term learning and is relatively immune to extinction.
A) True
B) False

Question 185

Jill was recently complemented on her piano playing skills. She attributed her skill to the quality and skill of her instructor. This is an example of defensive attribution.
A) True
B) False

Question 186

In the United States, ______ percent of the American population is foreign born. This shows how important nationality subcultures are.
A) 7
B) 13
C) 19
D) 25
E) 31

Question 187

_______ are sought outcomes to be achieved by using a given product or service.
A) Generic goals
B) Subjective goals
C) General goals
D) Objective goals
E) Product-specific goals

Question 188

Which of the following is true of gender roles and consumer behavior?
A) Women are less loyal to local merchants than their male counterparts.
B) Women are prone to such shopping motives as uniqueness and assortment seeking, social interaction and browsing.
C) Women have traditionally been cast as the providers or breadwinners.
D) Men show superior affect and purchase intention toward ads that are verbal and complex.
E) Women exhibit superior affect and purchase intention toward ads that are comparative, simple, and attribute-oriented.

Question 189

Ragu, a maker of spaghetti sauces, chose to launch some of its most successful flavors in the new pouch packaging format in order to take advantage of ______ to gain quick customer acceptance of the new format.
A) consumers’ need for closure
B) perceptual mapping
C) selective exposure
D) Gestalt psychology
E) the halo effect

Question 190

In terms of consumer behavior, an appeal to ______ frequently takes the form of reinforcing the consumer’s sense of identity with products or services that both reflect and emphasize that identity.
A) material comfort
B) progress
C) individualism
D) freedom
E) efficiency
Question 191

Data Aggregators are limited to data from cable companies and magazine subscriptions.
A) True
B) False

Question 192

An individual's perception of the performance of a product or service in relation to one's expectations is known as ________.
A) product placement
B) market segmentation
C) market targeting
D) product promotion
E) customer satisfaction

Question 193

What is the most important advertising component that will blend with the local culture?
A) using local advertising settings
B) using local music
C) language
D) localizing product attributes
E) use of local models

Question 194

At Gino's Italian Bistro, waitresses ask each table whether or not they have dined at Gino's before. A manager is sure to stop by every table with first-time guests to thank them for trying the restaurant and to encourage them to return. In this case, the manager visit constitutes ________ for the guests, making them feel like restaurant staff really care about the quality of their experience.
A) a cue
B) a response
C) feedback
D) reinforcement
E) a motive

Question 195

Needs and goals are ________; neither exists without the other.
A) mutually exclusive
B) autonomous
C) independent
D) interdependent
E) interactive

Question 196

While obtaining secondary data before engaging in primary research offers many advantages, it also has some limitations. Which of the following is an example of these limitations?
A) Secondary data is inappropriate for use in exploratory research.
B) Secondary data takes longer to obtain than primary data.
C) Secondary data makes it challenging to identify difficulties that are likely to arise during the full-scale study.
D) Secondary data may not be accurate because of errors in gathering or analyzing the data for the original study.
E) Secondary data is more expensive to obtain than primary data.

Question 197

The internet offers marketers the ability to customize their products, services, and promotional messages to individual consumers, as seen in how Amazon.com sends emails to customers who are interested in a product category telling them about a new promotional offer.
A) True
B) False
Question 198
Gloria recently tried a new brand of shampoo that ended up leaving her hair looking matted and greasy. This outcome is an example of negative reinforcement.
A) True
B) False

Question 199
In the TISSUE MINI CASE, by sponsoring the Friday Night Tear-Jerker movie series, Paper Queen was the only advertiser to air ads during the movie. By removing competitive advertising from the consumer’s TV-watching environment during the movie, Paper Queen was trying to minimize ________.
A) product placement
B) positive message framing
C) celebrity endorsement
D) branded entertainment
E) psychological noise

Question 200
The reputation of the retailer who sells the product has a major influence on message credibility.
A) True
B) False

Question 201
The ________ component of the tricomponent attitude model includes a consumer's emotions or feelings about a particular product or brand.
A) situational
B) cognitive
C) affective
D) conative
E) objective

Question 202
Culture can exist and sometimes reveal itself at different perceived or subjective levels. The ________ level reflects the underlying dimensions of culture that impact multiple cultures or different societies.
A) supranational
B) supernatural
C) group
D) subnational
E) national

Question 203
Which of the following is a characteristic of a conformist?
A) They are unlikely to change their mannerisms and approaches.
B) They prefer wearing stylish clothing and pay attention to what others are wearing.
C) They are inner-directed when it comes to ascertaining the right way to behave.
D) They are not interested in fitting in during social gatherings.
E) They behave the way they feel is right, regardless of what others might think.

Question 204
In the CLEANER MINI CASE, the product placement will be more memorable if it is ________, but will have a greater impact on consumption if it is ________.
A) overt; covert
B) in a children's show; in a show aimed at adults
C) prominent; subtle
D) in a show aimed at adults; in a children's show
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<th>Question 205</th>
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</table>
| McDonald's slogans "You deserve a break today," "Make every time a good time," and "I'm Lovin' It" are examples of ________.
| A) key attribute positioning
| B) positioning against competition
| C) un-owned perception positioning
| D) premier position
| E) umbrella positioning

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| Highly involved consumers use attribute-based information to evaluate brands, whereas less involved consumers apply simpler decision rules.
| A) True
| B) False

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<th>Question 207</th>
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</table>
| The enculturation process consists of teaching children and young adults consumption-related values and skills like ________.
| A) how to judge product quality
| B) the meaning of money and value
| C) product usage
| D) styles and preferences
| E) all of the above

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<th>Question 208</th>
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| The degree of a consumer's willingness to adopt new products and services shortly after they have been introduced is known as ________.
| A) consumer innovativeness
| B) consumer understanding
| C) consumer ethnocentrism
| D) consumer perception
| E) consumer materialism

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<th>Question 209</th>
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| In the WEIGHT LOSS MINI CASE, Peter's motivation is in a(n) ________ direction.
| A) subjective
| B) objective
| C) intrinsic
| D) negative
| E) positive

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<tr>
<th>Question 210</th>
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| Packaging and warranties are elements of which of the four Ps?
| A) promotion
| B) people
| C) product
| D) place
| E) price

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<th>Question 211</th>
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</table>
| Attitudes are learned from direct experience with the product, word-of-mouth information acquired from others, or exposure to mass-media advertising, the internet and various forms of direct marketing.
| A) True
| B) False
Question 212

________ reflects how consumers would like to see themselves, whereas ________ refers to how consumers would like others to see them.
A) Actual self-image; ideal self-image
B) Ideal self-image; ideal social self-image
C) Social self-image; self-image
D) Actual social self-image; ideal social self-image
E) Ideal self-image; actual social self-image

Question 213

In the ECOLITE MINI CASE, Ecolite's decision to provide the cars to models on a television show so they will be seen driving the cars is an example of ________.
A) urgent ad-formation
B) posers
C) advertainment
D) product placement
E) advertorials

Question 214

In the SOCIAL MEDIA MINI CASE, if the marketers from Kraft Foods wanted to determine which team had the most loyal, long-term followers during the summer-long road rally, they would track ________ to the team pages on the website.
A) cost per unique visitor
B) page views
C) unique visitors
D) time spent
E) return visits

Question 215

Within the context of the model of consumer decision making, ________ is likely to occur when a consumer is faced with a “problem.”
A) marketing mix
B) prepurchase search
C) evaluation of alternatives
D) need recognition
E) psychological field

Question 216

What makes the Baby Boomer market so attractive to marketers?

Question 217

Kevin's company owns a factory that can produce 1,000 widgets per week. His primary focus is on getting consumers to purchase as many widgets as possible to ensure that he is maximizing his sales relative to his production capacity. Kevin's business is exhibiting the ________.
A) market orientation
B) not-for-profit concept
C) product concept
D) selling concept
E) marketing concept

Question 218

In the NAIL POLISH MINI CASE, Patti wants to paint her nails in order to be more attractive. This is an example of a(n) ________ goal
A) utilitarian
B) prevention-focused
C) approach
D) negative
E) avoidance
Question 219
The right brain's passive processing of information, wherein a product is paired with a visual image repeatedly to produce a desired response, is consistent with ________.
A) observational learning  
B) high involvement processing  
C) operant conditioning  
D) classical conditioning  
E) cognitive learning  

Question 220
Ragu, a spaghetti sauce maker, has decided to launch its most popular sauce flavors in a small pouch format that is more convenient to use. When they choose to launch their most popular sauce flavors, which are "tried and true," instead of new flavors, Ragu is trying to appeal to ________.
A) process-oriented consumers  
B) broad categorizers  
C) narrow categorizers  
D) consumer innovators  
E) low-risk perceivers  

Question 221
According to the attitude-toward-object model, the consumer's attitude toward a product is a function of ________.
A) consumers' subjective norms  
B) the presence or absence of certain product-specific beliefs or attitudes  
C) the consumer's intention to behave in a certain way  
D) price  
E) communication messages the consumer receives  

Question 222
The three distinct but interlocking steps of the consumer decision-making process are ________.
A) analysis, decision making, and output  
B) analysis, process, and output  
C) environment, search, and evaluation  
D) input, process, and output  
E) input, analysis, and output  

Question 223
Which major metropolitan area of the United States has the highest purchase/usage of frozen yogurt?
A) Atlanta  
B) Los Angeles  
C) Chicago  
D) Boston  
E) New York  

Question 224
Courtney has been looking at laptop computers for a while and has decided to purchase a Dell. Courtney's decision to purchase a Dell signifies the output stage of decision making.
A) True  
B) False  

Question 225
In the ECOLITE MINI CASE, Ecolite's support of the Arbor Day Foundation is an example of ________.
A) green marketing  
B) buzz marketing  

Question 226
Donor Greens do not care about wildlife or environmental issues, so they do not engage in environmentally friendly behaviors or feel guilty about adversely impacting the environment.
A) True
B) False

Question 227
What is the FOURTH step in the positioning process?
A) Create a positioning statement focused on the benefits and value that the product provides.
B) Determine the target market's preferred combination of attributes.
C) Define the market in which the product or brand competes, relevant buyers and competitors.
D) Develop a distinctive, differentiating, value-based positioning concept.
E) Research how consumers perceive competing offerings on relevant attributes.

Question 228
Researchers have identified two interrelated forms of customer engagement with marketers: ________ and ________.
A) social exchange; commercial exchange
B) customer satisfaction; commercial exchange
C) expected self-image; transaction-based relationships
D) emotional bonds; transaction-based relationships
E) emotional bonds; customer satisfaction

Question 229
In the WEIGHT LOSS MINI CASE, Gloria sees herself as being a bit heavy. This is Gloria's ________.
A) "ought-to" self
B) social self-image
C) expected self-image
D) extended self
E) actual self-image

Question 230
Identify the most prominent reasons behind stereotyping and provide an example of each from marketing.

Question 231
Asian American consumers value quality, often associating quality with well-known upscale brands.
A) True
B) False

Question 232
Because McDonald's uses a blend of standardized and local elements in order to secure the benefits of their different marketing strategies, it is characterized as a(n) ________.
A) multinational company
B) global company
C) hybrid company
D) smart company
E) international company
Question 233
The image of Vogue magazine adds status to the products advertised within the magazine. This is an example of _______.
A) medium credibility
B) time credibility
C) general credibility
D) celebrity credibility
E) message credibility

Question 234
The learning of a new or foreign culture is known as _______.
A) acculturation
B) exculturation
C) proculturation
D) inculcation
E) enculturation

Question 235
_______ track bodily responses to stimuli.
A) Attitudinal measures
B) Net income tests
C) UPC codes
D) Physiological measures
E) Day-after recall tests

Question 236
Weber's law states that _______.
A) the stronger the initial stimulus, the weaker the second stimulus must be to exceed the JND
B) the more information consumers are given about a particular product, the more likely they are to purchase that product
C) consumers who buy the same products regularly are more likely than those who buy less frequently to notice changes in price, packaging, or product attributes
D) the stronger the initial stimulus, the greater the second stimulus must be to exceed the JND
E) the JND of a second stimulus is inversely related to the strength of the original stimulus

Question 237
A(n) _______ provides companionship, security, and opportunities to discuss problems that an individual might be reluctant to discuss with family members.
A) shopping group
B) virtual community
C) friendship group
D) advocacy group
E) aspirational group

Question 238
Negative disconfirmation of expectations involves the performance of a product exceeding the consumer's expectations, leading to consumer satisfaction.
A) True
B) False

Question 239
In the DOG TREAT MINI CASE, Happy Dog uses its price and channels of distribution as _______ of the quality of its dog treats.
A) customs
B) beliefs
C) values
**Question 240**

The sixth step in the positioning process is to create a positioning statement focused on the benefits and value that the product provides and use it to communicate with the target audiences.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=651264

**Question 241**

In the PUB MINI CASE, Sean concludes that he likes The Celtic Knot because he goes there frequently. This is an application of ________.

A) attribution theory  
B) self-perception theory  
C) formation theory  
D) defensive attributions theory  
E) the elaboration likelihood model

**Answer:** https://biology-forums.com/index.php?topic=651460

**Question 242**

African American consumers currently have a purchasing power estimated to have reached ________.

A) $500 billion  
B) $700 billion  
C) $900 billion  
D) $1 trillion  
E) $1.5 trillion

**Answer:** https://biology-forums.com/index.php?topic=652332

**Question 243**

Children are less likely than adults to imitate the behavior they see on TV with little or no evaluative judgment.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=652743

**Question 244**

In the FAST FOOD MINI CASE, when Speedy Taco allows Continental Foods to put the Speedy name on its line of salsa and tortilla chips for sale through grocery stores, Speedy Taco is engaging in ________.

A) encoding  
B) stimulus generalization  
C) family branding  
D) co-branding  
E) licensing

**Answer:** https://biology-forums.com/index.php?topic=652139

**Question 245**

In reference to consumer characteristics, ________ can be determined from direct questioning or observation and categorized by a simple objective measure, whereas ________ are abstract and can be determined only through more complex psychological and attitudinal questioning.

A) consumption-based features; consumer-intrinsic features  
B) product-specific features; consumption-based features  
C) behavioral data; cognitive data  
D) cognitive data; behavioral data  
E) consumer-intrinsic features; consumption-based features

**Answer:** https://biology-forums.com/index.php?topic=651170

**Question 246**

A distinct cultural group that exists as an identifiable segment within a larger, more complex society is known as a(n) ________.

A) ideology  
B) trait  
C) subculture
Question 247

Consumer innovators are generally characterized by which of the following personality traits?
A) reserved and skeptical of marketing information
B) extraverted and risk averse
C) high in exhibition and reserved
D) extraverted and reserved
E) open-minded and perceive less risk than others in trying new things

Question 248

Which of the following is NOT one of the guidelines marketers should follow when using fear appeals?
A) understand the target audience's reaction to a fear appeal and its previous experiences
B) try to achieve high levels of anxiety
C) repeat advertising using fear appeals in moderation over the long term
D) changing behavior is a long and complex process
E) the boomerang effect

Question 249

Marketers that offer coupons and free samples of new products to entice consumers to try them understand the importance of ______ in attitude formation.
A) subjective norms
B) indirect experience
C) attribution
D) ego defense
E) direct experience

Question 250

List the reasons all segmentation plans include demographic data.

Question 251

Which is the correct order of the steps to design effective social media campaigns?
A) define campaign objectives & strategic approaches; examine platforms and determine which ones to use; examine pricing models and set expenditures needed to achieve objectives; produce campaign content; measure campaign effectiveness
B) define campaign objectives & strategic approaches; examine platforms and determine which ones to use; examine pricing models and set expenditures needed to achieve objectives; produce campaign content
C) examine pricing models and set expenditures needed to achieve objectives; define campaign objectives & strategic approaches; produce campaign content; examine platforms and determine which ones to use; measure campaign effectiveness
D) define campaign objectives & strategic approaches; examine platforms and determine which ones to use; produce campaign content; examine pricing models and set expenditures needed to achieve objectives; measure campaign effectiveness
E) produce campaign content; define campaign objectives & strategic approaches; examine platforms and determine which ones to use; examine pricing models and set expenditures needed to achieve objectives; measure campaign effectiveness

Question 252

The classic Horatio Alger tale of a penniless young orphan who managed to achieve great success in business and in life is an example of ______.
A) upward mobility
B) downward mobility
C) power
D) downward comparison
E) conspicuous consumption

Question 253
Ads for cosmetics and personal care products acknowledge the fact that people want to protect their self-images from inner feelings of doubt. This is consistent with which basic motivational functions?
A) the ego-defensive function
B) the knowledge function
C) the intention function
D) the utilitarian function
E) the value-expressive function

Question 254

________ consists of marketing messages and promotional materials that appear to come from independent parties although, in fact, they are sent by marketers.
A) Product placement
B) Stimulus differentiation
C) Stimulus generalization
D) Broadcast media
E) Covert marketing

Social Comparison Theory suggests ________.
A) belonging to a given social class is no longer reflected in differences in values, attitudes and behaviors
B) power is related to the amount of economic assets an individual has
C) social stratification is only present in materialistic societies, as has been the case throughout the history of human existence
D) wealth is related to the degree of influence over others an individual has
E) individuals compare their own material possessions with those owned by others in order to determine relative social standing

Marketers are beginning to blend promotion and program content by positioning a TV commercial so close to the storyline of a program that viewers are unaware they are watching an advertisement until they are well into it. Because this was an important factor in advertising to children, ________ has strictly limited the use of this technique.
A) the Children's Advertising Review Unit
B) the Federal Communications Commission
C) the Federal Trade Commission
D) the Department of Health and Human Services
E) Commercial Alert

Past experience is considered an external source of information. The greater the relevant past experience, the less internal information the consumer is likely to need to reach a decision.
A) True
B) False

Professional tennis players may constitute a(n) ________ group for an amateur tennis player who identifies with certain players by imitating their behavior whenever possible despite the fact that the amateur tennis player does not qualify for membership as a professional tennis player because s/he has neither the skills nor the opportunity to compete professionally.
A) comparative
B) normative
C) membership
D) informal
E) symbolic

In terms of expectations, when is a customer not satisfied, satisfied, and delighted?
Question 260

What guidelines should a marketer following when using fear appeals in advertising?

Question 261

The type of self-image that characterizes the way consumers see themselves is ________.
A) actual self-image
B) ideal self-image
C) social self-image
D) ideal social self-image
E) self-image awareness

Question 262

The reason that many products fail when marketed in a foreign country is ________.
A) many companies do not insure their products against theft
B) many companies assume that if a product is a success domestically, it will be accepted anywhere
C) marketers do not go through enough enculturation education
D) country of origin effects
E) marketers' use of localized marketing strategies negatively influence consumer preferences

Question 263

The personality trait named ________ is focused on a person's tendency to enjoy, engage or seek out amusement.
A) need for cognition
B) dogmatism
C) sensation seeking
D) innovativeness
E) need for humor

Question 264

What are the three types of reinforcement schedules used by marketers to reward customers?

Question 265

From a marketing viewpoint, the best way to target the Hispanic market is on the basis of the group's ________.
A) Spanish surname
B) country of origin
C) personal ethnic identification
D) country of family ancestry
E) Spanish spoken at home

Question 266

Which of the following is true of social class as it relates to saving, spending, and credit?
A) Upper-class consumers tend to use their bank credit cards for installment purchases.
B) Lower-class consumers tend to pay their credit card bills in full each month.
C) Upper-class purchasers use their credit cards as a convenient substitute for cash and pay their credit card bills in full each month.
D) Lower-class consumers are more future oriented and confident of their financial acumen.
E) Young professionals perceive themselves as being average and have a strong sense of uncertainty about the future.

Question 267

Gordon's surveys of personal and interpersonal values included personal values and interpersonal values. Which of the following is an example of an interpersonal value?
A) variety
B) recognition
Question 268
When Gary buys ice cream, he typically buys whichever brand is on sale that week. With regard to ice cream, Gary is best described as a(n) ________.
A) hostage
B) apostle
C) mercenary
D) brand advocate
E) terrorist

Question 269
In buying a truck, Bob will only consider American-made trucks because he believes foreign truck brands, such as Nissan and Toyota, are of inferior quality. Nissan and Toyota are items in Bob's inept set.
A) True
B) False

Question 270
The objective of the "tunathewonderfish.com" website and related campaign was to ________.
A) restore consumer confidence in tuna
B) communicate that tuna is great on the go
C) communicate that tuna is part of a healthy diet
D) communicate that tuna is good for your heart
E) all of the above

Question 271
Provide an example of how data helps advertisers identify consumers and send narrowcast messages.

Question 272
In the FAST FOOD MINI CASE, by printing a coupon on the back of every bag of tortilla chips, Continental foods is reinforcing consumer purchases on a(n) ________ schedule.
A) random
B) iterative
C) fixed
D) continuous
E) variable

Question 273
The psychoanalyst that adapted Freud's psychoanalytical techniques to study motivations and consumer buying habits was ________.
A) Henry Ford
B) Karen Horney
C) Henry Murray
D) Abraham Maslow
E) Earnest Dichter

Question 274
The inner psychological characteristics that both determine and reflect how a person responds to his or her environment compose an individual's ________.
A) self-image
B) personality
C) individuality
### Question 275

In the CLEANER MINI CASE, when Oopsy All Gone appears in a popular sitcom, this is an example of _______.

**A)** product placement  
**B)** urgent ad-formation  
**C)** buzz marketing  
**D)** green marketing  
**E)** advocating a socially beneficial cause  


### Question 276

Chris does not have the money to indulge her children's requests. She is very price and value conscious. She views her life negatively. When characterizing mothers' socialization-related attitudes, Chris would be categorized as a _______.

**A)** Struggler  
**B)** Nurturer  
**C)** Protector  
**D)** Balancer  
**E)** Stoic  


### Question 277

In marketing and consumer research, the conative component of the tricomponent attitude model is frequently treated as an expression of the consumer's intention to buy.

**A)** True  
**B)** False  


### Question 278

Extinction and forgetting are the same thing.

**A)** True  
**B)** False  


### Question 279

Marriage marks the transition from the _______ stage to the _______ stage of the traditional family life cycle.

**A)** dissolution; bachelorhood  
**B)** parenthood; postparenthood  
**C)** honeymooner; parenthood  
**D)** postparenthood; dissolution  
**E)** bachelorhood; honeymooner  


### Question 280

Which of the following is a way that marketers transmit information that allows consumers to express shared cultural values?

**A)** virtual communities  
**B)** magazines  
**C)** Tweets  
**D)** blogs  
**E)** all of the above  


### Question 281

In order to assess whether respondents like a message, understand it correctly, and regard it as effective and persuasive, researchers generally use _______.

**A)** psychological noise  
**B)** interpersonal feedback  
**C)** impersonal messages
Question 282
Microsoft wants to measure public attitudes toward the default media-playing software included in its Windows operating system. Which of the following types of multiattribute attitude models would be most appropriate for Microsoft to use?
A) theory-of-reasoned-action model
B) trying-to-consume model
C) attitude-toward-object model
D) attitude-toward-behavior model
E) attitude-toward-the-ad model

Question 283
Standing in a crowd waiting for a retail shopping experience, shoppers see themselves as making the right buying decision — a concept known as
A) diffusion of responsibility
B) social queuing
C) diffusion of innovation
D) social loafing
E) social proof

Question 284
In the SHAMPOO MINI CASE, Shimmer's reputation for being endorsed by the hair dressers of Hollywood stars is the brand's ________.
A) cognitive associative learning
B) unconditioned response
C) unconditioned stimulus
D) conditioned stimulus
E) conditioned response

Question 285
What is consumer ethnocentrism? Cite some examples.

Question 286
Opinion leaders are never opinion receivers.
A) True
B) False

Question 287
Quantitative research is descriptive in nature and is used to understand the effects of various promotional inputs on the consumer, making it easier to predict consumer behavior.
A) True
B) False

Question 288
Truth-in-advertising laws protect consumers from false advertisements.
A) True
B) False

Question 289
Yuppies are members of the ________ subculture.
A) Senior
Question 290

Identify and discuss the five criteria that make market segments effective targets.


Question 291

Hispanic youths are more fashion conscious and are more likely to seek out and be loyal to well-known brands than their non-Hispanic counterparts. This is an example of a subcultural characteristic based on _______.

A) religion  
B) gender  
C) geographic region  
D) age  
E) ethnicity


Question 292

Distinguish between targeting, positioning, and segmentation. In your response, please indicate the correct order for the three steps.


Question 293

Customization is more practical and effective for marketers who are selling low involvement products.

A) True  
B) False


Question 294

The New York Times' positioning as “All the news that's fit to print” is an example of _______.

A) premier position  
B) positioning against competition  
C) umbrella positioning  
D) key attribute positioning  
E) un-owned perception positioning


Question 295

When Joan got transferred to a new city, she went there ahead of the rest of her family and independently shopped for and purchased a home for them to move into upon their arrival. Joan's role as the only decision maker in the house purchase makes it an example of a _______.

A) husband-dominated decision  
B) wife-dominated decision  
C) autonomic decision  
D) joint decision  
E) heuristic decision


Question 296

A controlled experiment ensures that differences in outcomes of different test groups are due to _______.

A) different treatments of the variable under study  
B) multiple factors in the test environment  
C) differences in test administrator  
D) differences in test environment  
E) demographic differences between test subjects


Question 297
In-crowd, pop mavericks, networked intelligentsia, and thrill renegades are examples of four segments developed based on a lifestyle matrix of global youth aged 14 to 24 at the ________ level.
A) supranational  
B) national  
C) reference group  
D) subcultural  
E) group

Question 298

________ are the sought-after results of motivated behavior.
A) Behaviors  
B) Rewards  
C) Goals  
D) Targets  
E) Motivations

Question 299

Marketers of new brands or brands that are not market leaders may argue against ________, trying to convince consumers not to follow the crowd.
A) group power  
B) conspicuousness  
C) conformity  
D) individual personality  
E) individual experience

Question 300

Binge viewers are people who record an entire season of a TV series and then watch all the episodes consecutively and without commercials.
A) True  
B) False

Question 301

Kevin and Lisa have been married for two years and have not yet had their first child. What kind of family does this constitute?
A) empty nest  
B) married couple  
C) extended family  
D) single-parent family  
E) nuclear family

Question 302

Compare Baby Boomers and Generation Xers in terms of attitudes toward brands and price-quality attitudes.

Question 303

Using puns or wordplay in ads decrease readership.
A) True  
B) False

Question 304

Instrumental learning theorists believe that learning occurs through a trial-and-error process, with habits formed as a result of rewards received for certain responses or behaviors.
A) True  
B) False
Question 305

________ parents are very nurturing but very restrictive in respect to consumer socialization.

A) Rigid
B) Indulgent
C) Neglecting
D) Authoritative
E) Authoritarian


Question 306

According to a study of external search effort associated with different product categories, as search effort increased, consumer attitudes toward shopping became more ________ and ________ time was made available for shopping.

A) negative; less
B) negative; more
C) positive; less
D) negative; the same amount of
E) positive; more


Question 307

When a single person gives a gift to a family as a thank you for letting him visit in their home for a week, it is an example of intercategory giving.

A) True
B) False


Question 308

In the GIFT MINI CASE, when Winston buys a watch for himself as a self-gift, this is known as ________.

A) intragroup gifting
B) intrapersonal gifting
C) intercategory gifting
D) interpersonal gifting
E) intergroup gifting


Question 309

A(n) ________ can take the place of a primary goal when an individual cannot attain a specific goal or type of goal that is expected to satisfy certain needs.

A) substitute goal
B) secondary goal
C) specific goal
D) objective goal
E) biogenic goal


Question 310

________ is based on the premise that observable responses to specific external stimuli signal that learning has taken place.

A) Associative learning
B) Perceived learning
C) Cognitive learning
D) Behavioral learning
E) Modernist learning


Question 311

________ is any price that a consumer uses as a basis for comparison in judging another price.

A) Efficiency price
B) Differential price
C) Perceived price
D) Value price
Question 312

The four parental styles are classified across two dimensions: permissive vs. restrictive and very nurturing vs. non-nurturing.
A) True
B) False

Question 313

Which of the following is true of the Generation X market?
A) Generation X members are especially receptive to being singled out and marketed to.
B) Generation X members freely accept the values of older coworkers.
C) Generation X members value salary over job satisfaction.
D) Baby boomer media does not work for Generation X members.
E) Generation X members are likely to neglect their families while striving to secure higher salaries and career advancement.

Question 314

Which of the following is NOT true about the effect of expectations and motives on perceptions?
A) Stimuli that conflict sharply with expectations often receive less attention than those that conform to expectations.
B) People see what they expect to see based on familiarity, previous experience, and expectations.
C) Irrelevant sexuality can distract from the ad's main message.
D) There is decreased awareness of stimuli that are irrelevant to a consumer's needs.
E) People tend to perceive the things they need or want.

Question 315

The 21-29 year olds who are part of Generation Y are known as Tweens.
A) True
B) False

Question 316

Psychological risk is the risk that a poor product choice may result in social embarrassment.
A) True
B) False

Question 317

Hispanics have replaced African Americans as the largest minority group in the United States.
A) True
B) False

Question 318

Cognitive learning theory suggests that ________.
A) most individual learning occurs in a controlled environment in which individuals are "rewarded" for choosing an appropriate behavior
B) a person's level of involvement during message processing is a critical factor in determining which route to persuasion is likely to be effective
C) conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone
D) the kind of learning most characteristic of human beings is problem solving, which enables individuals to gain some control over their environment
E) each aspect of the marketing mix must reinforce the others if cues are to serve as the stimuli that guide consumer actions in the direction desired by the marketer

Question 319

Attitude change via the peripheral route may be an outcome of ________ like cents-off coupons, free samples, beautiful background scenery, great packaging, or a celebrity endorsement.
Question 320

Industry-wide self-regulation is in marketers' best interests in that ________.
A) enforcement of such regulations is likely to be stricter than governmental regulation
B) it is required by various pieces of legislation
C) consumers rarely complain about companies that they believe are part of such self-regulatory schemes
D) it deters government from imposing its own regulations on industries
E) it is the only legal form of corporate collusion that provides sustainable economic benefit

Question 321

Geographic characteristics serve as the core of almost all segmentations.
A) True
B) False

Question 322

When segmenting women who work outside the home, the ________ is older, employed, moneyed, content, open to and responsive to new technologies, watches more TV than other working women, and likes newspaper inserts.
A) Plan-to-Work Housewife
B) Independent Woman
C) Just-a-Job Working Woman
D) Mom Achiever
E) Alpha Goddess

Question 323

What questions can be answered using predictive analytics?

Question 324

Positioning Joy (a fragrance brand) as "the costliest perfume in the world" is an example of ________.
A) premier position
B) positioning against competition
C) umbrella positioning
D) key attribute positioning
E) un-owned perception positioning

Question 325

How do motivations drive consumer behavior?

Question 326

By itself, one tasteless ad has little impact on our values. However, cumulatively, such ads may persuade consumers to act unwisely or develop undesirable attitudes.
A) True
B) False

Question 327

Cultural beliefs, values, and customs continue to be followed as long as ________.
A) they yield satisfaction and other benefits
B) we learn new ones from other cultures  
C) that culture exists  
D) a society’s members speak a common language  
E) they are similar to other cultures, beliefs, and values  

**Question 328**

In the TOASTER MINI CASE, Ruth’s son is in the ________ stage of consumer socialization.  
A) perceptual  
B) analytical  
C) hedonic  
D) reflective  
E) cognitive  

**Question 329**

Explain how involvement in a purchase situation affects the amount of cognitive elaboration a consumer will use, which can affect a marketer’s success in altering the consumer’s attitudes. Be sure to mention each of the two routes to persuasion in your response.  

**Question 330**

In the COLA MINI CASE, Fizzy Cola’s marketing research difficulties arise from which of the following basic research issues in cross-cultural analysis?  
A) differences in consumption patterns  
B) differences in market segmentation opportunities  
C) differences in language and meaning  
D) differences in economic and social conditions  
E) differences in marketing research possibilities  

**Question 331**

If Sarah has a cold and takes Advil, and her cold goes away, increasing the likelihood she will take Advil if she has another cold, the removal of the unpleasant stimulus (the cold) is an example of ________.  
A) positive reinforcement  
B) the central route to persuasion  
C) negative reinforcement  
D) the peripheral route to persuasion  
E) copy testing  

**Question 332**

In the RENTAL CAR MINI CASE, Rosetta exercises ________ when it stocks more convertible cars in California than in New York.  
A) demographic segmentation  
B) psychographic segmentation  
C) usage-situation segmentation  
D) sociocultural segmentation  
E) geographic segmentation  

**Question 333**

Which of the following is considered an example of consumer behavior?  
A) Jeremy generally recycles his old newspapers and cardboard boxes.  
B) Javier regularly gets gas on Monday mornings on his way to work.  
C) Janice prefers to buy name-brand pain relievers like Tylenol and Advil, rather than the store brand.  
D) Jessica prefers to buy her produce from the farmer’s market instead of the grocery store.  
E) All of the above are examples of consumer behavior.  

**Question 334**

What is the difference between a one-sided message and a two-sided message? When are they used?  
### Question 335
The role of experience in learning indicates that all learning is deliberately sought.
A) True  
B) False  

### Question 336
One of the multiattribute models is the attitude-toward-behavior model. Explain the model and give an example.

### Question 337
Cross-cultural studies should address willingness to buy foreign-made products, which is also known as _______.
A) consumption culture  
B) national self-identification  
C) acculturation  
D) ethnic self-identification  
E) ethnocentrism  

### Question 338
Identify the characteristics of mobile ads.

### Question 339
The _______ consists of brands the consumer excludes from the purchase consideration because they are felt to be unacceptable.
A) inert set  
B) inept set  
C) emotional set  
D) independent set  
E) evoked set  

### Question 340
In a sense, cross-cultural acculturation is a dual process for marketers. How does this dual process work? Give an example.

### Question 341
When a company that produces cookies heats bus shelters in Chicago and makes them smell like fresh-baked cookies, they are engaged in _______.
A) ambient advertising  
B) advergames  
C) interactive television (ITV)  
D) branded entertainment  
E) out of home media  

### Question 342
Technology enables marketers to do which of the following?
A) customize offerings and promotional messages  
B) build long-term relationships with customers  
C) utilize shorter distribution channels  
D) offer more effective pricing  
E) all of the above  

### Question 343
Which of the following is NOT tracked during online navigation to inform behavioral targeting?
A) lifestyles and personalities
Question 344

Consumers who have strong links to particular brands see such brands as representing an aspect of themselves.
A) True
B) False

Question 345

Social media only reaches young consumers.
A) True
B) False

Question 346

External search effort associated with purchase is greatest when ________.
A) the purchase situation is low-risk
B) subjective knowledge is high
C) consumers do not care about the purchase
D) product category knowledge is low
E) consumers have high product category knowledge

Question 347

The members of the ________ category of adopters are the very last consumers to purchase a new product. They are generally high risk-perceivers and the last ones to recognize the value of innovative products.
A) laggard
B) late majority
C) innovator
D) early adopter
E) early majority

Question 348

Describe the structure of social media.

Question 349

In the RYAN'S RUNNERS MINI CASE, the process of dividing the athletic market into different subsets of shoe consumers, such as runners, basketball players, and golfers, is known as ________.
A) product positioning
B) social marketing
C) market targeting
D) product placement
E) market segmentation

Question 350

Attitudes that develop through ________ tend to be more confidently held, more enduring, and more resistant to attack than those developed via ________.
A) direct experience; indirect experience
B) cognition; emotions
C) utilitarian function; knowledge function
D) internal attribution; external attribution
E) direct marketing; niche marketing
Question 351
Deliberate blurring of figure and ground, as when Absolut Vodka embeds the distinct shape of its bottle in a print image, can result in greater engagement of the audience with the advertisement.
A) True
B) False

Question 352
Given the broad and pervasive nature of _______, its study generally requires a detailed examination of the character of the total society.
A) consumer behavior
B) social class
C) individualism
D) culture
E) subculture

Question 353
Which of the following determinants of customer satisfaction with online websites and merchants while shopping online is characterized by an attractive site design; enjoyable shopping at the site; and an inviting, comfortable site?
A) trust
B) engagement
C) network
D) interactivity
E) adaptation

Question 354
________ are outcomes that consumers seek in order to fulfill their physiological and psychological needs.
A) Subjective goals
B) Product-oriented goals
C) Broad-spectrum goals
D) Generic goals
E) Objective goals

Question 355
When cognitive dissonance occurs after the purchase it is called post-purchase dissonance.
A) True
B) False

Question 356
In the PRICE SURVEY MINI CASE, question #4 measures response on a ________.
A) Likert scale
B) rank-order scale
C) bipolar preference scale
D) behavior intention scale
E) semantic differential scale

Question 357
The availability of ________ has allowed marketers to reallocate resources (e.g. moving inventory around the country and shifting ad expenditures) geographically in order to increase the profitability of brands.
A) content analysis
B) linguistic cues
C) topological factors
D) field observation
E) scanner data
Question 358
For consumers with an independent self-view (who view themselves as defined by unique characteristics), messages that stress avoidance goals (negative framing) are more convincing.
A) True
B) False

Question 359
________ information is often the most accessible and cost-effective way to identify a target market.
A) Psychological
B) Demographic
C) Benefit
D) Sociocultural
E) Physiological

Question 360
The process of turning visitors into users/shoppers is also known as ________.
A) transformation
B) exchange
C) repetition
D) adaptation
E) conversion

Question 361
A firm's marketing activities that attempt to reach, inform, and persuade consumers to buy and use its products are ________.
A) policy factors
B) output factors
C) process factors
D) marketing inputs
E) sociocultural inputs

Question 362
Marketers take advantage of ________ when they extend a brand name associated with one line of products to another.
A) the halo effect
B) consumers' tendency to jump to conclusions
C) the persistence of first impressions
D) physical appearances
E) perceptual blocking

Question 363
Stores where clothes are sold and the items' prices are ________ of their quality.
A) slang
B) rituals
C) customs
D) symbols
E) artifacts

Question 364
Campbell's Soup Company continues to add new food products to its product line under the Campbell's brand name. This is known as ________.
A) corporate marketing
B) positioning
C) capital branding
D) licensing
E) family branding
Question 365

When Aleve notes that you can take two Aleve caplets all day instead of more Tylenol caplets, it is using a _______.
A) comparative appeal
B) fear appeal
C) humor appeal
D) negative frame
E) timeliness appeal

Question 366

_______ include acquisition costs, profits generated from the individual sales to each customer, the costs of handling customers and their orders, and the expected duration of the relationship.
A) Quota samples
B) Data generators
C) Lifetime value profiles
D) Probability samples
E) Consumer panels

Question 367

_______ is based on the premise that consumers are not always aware of the reasons for their actions.
A) Physiological research
B) Segmentation research
C) Motivational research
D) Psychological research
E) Market research

Question 368

Print ads that closely resemble editorial matter are known as _______.
A) broadcast media
B) an advertorial
C) buzz marketing
D) product placement
E) an infomercial

Question 369

_______ have always been associated with bigger quantities of things or more of something. Recently, however, there has been a shift away from quantity towards quality.
A) Comfort and pleasure
B) External conformity and blending in
C) Freedom and choice
D) Achievement and success
E) Progress and movement

Question 370

Age and religion are especially important as a means of locating concentrations of consumers with specific social-class membership.
A) True
B) False

Question 371

Which of the following is NOT true regarding humor appeals?
A) Lower sensation seekers are more receptive to humor appeals than higher sensation seekers.
B) Using humor is more appropriate for low-involvement than high-involvement products.
C) Humor that is relevant to the product is more effective than humor unrelated to the product.
D) Humor is more effective in targeting consumers that already have a positive attitude for the product.
E) Humor attracts attention and enhances one's liking of the product advertised.

Question 372
In relation to consumer behavior, less acculturated Hispanic consumers ________.
A) prefer frozen to fresh or prepared food items
B) prefer well-established brands
C) are price- rather than fashion-conscious when it comes to clothing
D) tend to be impulse buyers
E) traditionally shop at large grocery chains

Question 373
When consumers are willing to exert the effort to comprehend, learn, or evaluate the available information about the attitude object, learning and attitude change occur via the ________ to persuasion.
A) central route
B) peripheral route
C) functional approach
D) celebrity endorsement
E) dual mediation model

Question 374
Google Analytics measures how many consumers were exposed to messages in magazines and radio and the characteristics of those consumers.
A) True
B) False

Question 375
Chris notices the label for a popular brand of yogurt suggests the yogurt has more potassium than a banana. Chris had not previously associated the yogurt brand, or any other yogurt, with potassium. In this example, the marketer ________.
A) added a new attribute
B) developed a favorable attitude toward the ad
C) changed the importance of an existing attribute
D) used priming
E) changed the relative evaluation of an existing attribute

Question 376
_______ is turning individual consumer transactions into long-term customer relationships by making it in the best interests of customers to stay with the company rather than switch to another firm.
A) Customer retention
B) Product promotion
C) Customer satisfaction
D) Market segmentation
E) Market targeting

Question 377
Some marketers have been able to create a multicultural mosaic for their brand that can appeal across national boundaries.
A) True
B) False

Question 378
Education, occupation, and income tend to be closely correlated.
A) True
B) False
Question 379

A new pharmaceutical advertisement represents the drug as more effective than the evidence available suggests. This is an example of ________.
A) omitted risk information
B) an unsubstantiated inferiority claim
C) an unsubstantiated effectiveness claim
D) covert advertising
E) an unsubstantiated superiority claim

Question 380

The purchase and consumption of a product are necessary for the formation of attitudes.
A) True
B) False

Question 381

Marketers can help consumers relieve their dissonance by including messages in their advertising specifically aimed at reinforcing consumers’ decisions by complimenting their wisdom, offering stronger guarantees or warranties, increasing the number and effectiveness of its services, or providing detailed brochures on how to use its products correctly.
A) True
B) False

Question 382

Global pragmatists use a company’s global success as an indication of product quality and innovativeness, and are also concerned that the firm acts in a socially responsible manner.
A) True
B) False

Question 383

The shift from no attitude to an attitude is a result of ________.
A) learning
B) genetic predisposition
C) self defense
D) environment
E) biological pressures

Question 384

Channels of ________ permit marketers to send addressable, customized messages based on data gathered from tracing consumers’ surfing and clicks online to individual consumers or small groups.
A) informal media
B) broadcasting
C) narrowcasting
D) symbolic media
E) traditional media

Question 385

The ________ component of the consumer decision-making model draws on external influences as sources of information about a particular product that influence a consumer's product-related values, attitudes, and behavior.
A) output
B) marketing mix
C) emotional
D) input
E) decision
Question 386
Direct-to-consumer pharmaceutical advertising has increased the consumption of numerous categories of medications. Consumers confirm that they receive most of the information about these medications from TV commercials rather than from their physicians. In response, the pharmaceutical industry has developed voluntary restrictions regarding this marketing method. Why have they done this?
A) to increase sales
B) to slow sales and reduce the incidence of out-of-stock situations
C) to save money
D) to improve consumers' perceptions of their companies
E) to avoid government regulation of their marketing practices

Question 387
Companies that create personal connections with customers, and also offer diverse product lines and competitive prices, are the ones providing the best reinforcement, resulting in satisfaction and repeat patronage.
A) True
B) False

Question 388
________ is sending promotional messages to consumers' cell phones, iPads, electronic readers, and other devices that people carry while on the go.
A) Social media advertising
B) Word-of-mouth advertising
C) Guerrilla advertising
D) Mobile advertising
E) Outdoor advertising

Question 389
The ________ consists of brands the consumer is indifferent toward because they are perceived as not having any particular advantages.
A) inert set
B) inept set
C) emotional set
D) independent set
E) evoked set

Question 390
In the MUSEUM MINI CASE, the most important differentiating factor between frequent and less frequent users is ________.
A) gender
B) age
C) income
D) stage of family life cycle
E) education

Question 391
P$YCLE segments consumers based on the household's lifestage class.
A) True
B) False

Question 392
Towels, exercise clothes, water, and portable music players are ________ for going to the gym.
A) customs
B) symbols
C) beliefs
D) ritual artifacts
E) values
Question 393

The 4 Ps of the marketing mix are ________.
A) product/service, price, place, promotion
B) product/service, promotion, potential, price
C) product/service, price, place, people
D) price, purchase, placement, product/service
E) potential, price, place, people

Question 394

The point at which a person can detect a difference between "something" and "nothing" is that person's ________ for that stimulus.
A) sensory adaptation
B) adaptation level
C) absolute threshold
D) differential threshold
E) just noticeable difference

Question 395

Central brand claims that are critical to the evaluation of the product’s utilitarian attributes are most likely processed via the ________.
A) central route
B) tricomponent route
C) functional route
D) primary route
E) peripheral route

Question 396

In the CAR MINI CASE, which of the following elements of the marketing mix was central to Ford's business model?
A) promotion
B) product
C) placement
D) price
E) production

Question 397

The physiological needs for food, water, and air are called ________ needs.
A) acculturated
B) psychogenic
C) acquired
D) secondary
E) innate

Question 398

Popular methods of covert marketing include ________.
A) paying employees to pose as customers online and spread positive word-of-mouth about the product
B) disguising emails as urgent or personal thank-you notes
C) paying bartenders for praising brands of alcoholic beverages and recommending them to customers
D) actors posing as customers telling people the product benefits and giving them a chance to try the product
E) all of the above

Question 399

Using sexual imagery to sell a product primarily appeals to Freud's conceptualization of the ________.
A) ego
B) id
C) self-image
Question 400
Coca-Cola is associated with the color red, which connotes excitement.
A) True
B) False

Question 401
In the COLA MINI CASE, Islamic law prohibits the consumption of alcohol, leading to a relative increase in the consumption of soft drinks by Muslims in the Middle East. This is an example of ________.
A) differences in consumption patterns
B) differences in market segmentation opportunities
C) differences in marketing research possibilities
D) differences in economic and social conditions
E) differences in language and meaning

Question 402
________ are considered high-involvement, so they are processed by the brain’s ________ side.
A) Print advertisements; left
B) Television advertisements; right
C) Television advertisements; left
D) Pictorial advertisements; left
E) Print advertisements; right

Question 403
In the CRAFT MINI CASE, the majority of Global Craft’s consumers fall into the ________ consumer segment.
A) Global Citizens
B) Global Agnostics
C) Global Indifferents
D) Global Dreamers
E) Antiglobals

Question 404
The VALS typology classifies the American adult population into eight distinctive subgroups based on their motivations and level of resources. The three primary motivations include ________.
A) ideals, education, and achievement
B) knowledge, education, and self-expression
C) ideals, achievement, and self-expression
D) aptitude, ideals, and self-expression
E) independence, aptitude, and achievement

Question 405
How does the societal marketing concept differ from the marketing concept?

Question 406
Gloria always uses Tide laundry detergent and stocks up whenever she sees a sale. As a result, she rarely pays full price for detergent. On the customer profitability pyramid, Gloria is most likely to fall into the ________ tier.
A) platinum
B) gold
C) lead
D) iron
E) silver
**Question 407**

Before e-readers, many women avoided reading printed erotica books in public because they felt the titles and covers of the books would reflect badly on them. The use of e-readers made the consumption of erotica books in public less ________.

A) acceptable  
B) conspicuous  
C) influential  
D) conformist  
E) stigmatized  


**Question 408**

The traditional family life cycle will go through the following stages: bachelorhood, honeymooners, parenthood, post-parenthood and dissolution.

A) True  
B) False  


**Question 409**

Receivers' interest in segment-based targeted ads can be determined immediately by observing the elements they click on within the ads, how long they stay at the website, and how often they return.

A) True  
B) False  


**Question 410**

In the SOUP MINI CASE, White Mountain draws attention to its use of all-natural, wholesome ingredients in order to appeal to which of the following American core values?

A) humanitarianism  
B) individualism  
C) freedom  
D) external conformity  
E) fitness and health  


**Question 411**

Generally, it is easier to obtain immediate feedback from interpersonal communications than impersonal communications.

A) True  
B) False  


**Question 412**

Which of the following is NOT a dimension measured in the SERVQUAL scale?

A) responsiveness  
B) empathy  
C) assurance  
D) ignorance  
E) reliability  


**Question 413**

When a product is first introduced, the ________ consider purchasing it to be risky because it is new. After a relatively small but not insignificant number of consumers purchased the product (and probably after the price has gone down), they conclude that purchasing the product is wise.

A) innovators  
B) laggards  
C) early majority  
D) early adopters  
E) late majority  

Question 414

Which of the following is true of the characteristics of risk-averse consumers?
A) They have a low need for conformity.
B) They are unlikely to be brand loyal.
C) They tend to be outer-directed.
D) When assembled or unassembled products are available, they buy assembled versions of products, even if they are a bit more expensive.
E) They are not dogmatic.

Question 415

What is the theory of trying to consume? Give an example from your own experience.

Question 416

Beyond flavor and the presence or absence of sugar, Nicorette offers a gum that will whiten your teeth while satisfying your nicotine craving and helping you quit smoking. This gum has been positioned on the basis of ________.  
A) psychographic segmentation  
B) demographic segmentation  
C) mass marketing  
D) benefit segmentation  
E) family life cycle segmentation  

Question 417

______ are the channels for transmitting communications.  
A) Noise  
B) Media  
C) Senders  
D) Receivers  
E) Frames of reference  

Question 418

An electronic eye camera used to monitor the eye movements of subjects looking at a series of advertisements would be considered a tool for ________.  
A) momentary observation  
B) physiological observation  
C) behavioral observation  
D) mechanical observation  
E) human observation  

Question 419

In the study of personality, three distinct properties are of central importance. These are that ________.  
A) personality reflects individual differences, personality is consistent and enduring, and personality does not change  
B) personality reflects individual differences, personality is consistent and enduring, and personality can change  
C) personality reflects similarities between individuals, personality is consistent and enduring, and personality can change  
D) personality reflects similarities between individuals, personality is consistent and enduring, and personality does not change  
E) personality reflects individual differences, personality is inconsistent and fleeting, and personality can change  

Question 420

Traditionally, the ________ has been the focus of most marketing efforts.  
A) mother  
B) child  
C) family  
D) teen  
E) individual  
Question 421

The ________ consists of giving respondents index cards with about 100 or so jobs listed on them and asking them to arrange the cards from the most to the least prestigious.

A) collective will scale
B) social-class consciousness scale
C) ladder of social ranking
D) occupational prestige scale
E) ladder of conspicuous consumption


Question 422

There are four possible global marketing strategies, one of which is a global strategy, which involves offering ________.

A) a standardized product and a customized message
B) a customized product and a customized message
C) a customized product and a standardized message
D) a customized pricing strategy and a standardized message
E) a standardized product and a standardized message


Question 423

________ is the believability of the endorser, spokesperson, or individual in an advertisement.

A) Source attractiveness
B) Source credibility
C) Source formality
D) Source degradation
E) Source informality


Question 424

Which of the following is an example of a formal communications source?

A) a work colleague
B) a friend
C) a salesperson
D) a doctor
E) a parent


Question 425

________, which are tied to computerized cash registers, are used to track the sales effects of food and other packaged good advertising.

A) Physiological measures
B) Day-after recall tests
C) UPC codes
D) Attitudinal measures
E) Net income tests


Question 426

Every day when John leaves for work, he walks around the car to check the tires, pats the hood, then gets in the car and starts the ignition. This constitutes a ritual.

A) True
B) False


Question 427

Francis gets a free sandwich after she purchases nine sandwiches at Subway. This is an example of a ________ reward schedule.

A) systematic
B) variable ratio
C) random
D) fixed ratio
Question 428
Women show superior affect and purchase intentions toward ads that are verbal, harmonious, complex, and category-oriented.
A) True
B) False

Question 429
Customer surveys can be conducted in several popular ways. Which of these is the least expensive method?
A) mail surveys
B) online surveys
C) mall intercepts
D) telephone interview surveys
E) personal interviews

Question 430
The family commonly provides the opportunity for product exposure and trial and imparts consumption values to its members.
A) True
B) False

Question 431
________ is the self-regulatory group that monitors complaints from companies and consumers regarding truth in advertising and often determines what ads can and cannot state.
A) The Federal Communications Commission
B) The National Advertising Review Council
C) The Children's Advertising Review Unit
D) Commercial Alert
E) The Department of Health and Human Services

Question 432
________ is the presentation, format, and content of available information.
A) Task complexity
B) External source
C) Information organization
D) Psychological field
E) Time constraint

Question 433
Reinforcement performed before the desired consumer behavior actually takes place is called ________.
A) preemptive reward
B) passive learning
C) shaping
D) licensing
E) positioning

Question 434
What is the FIFTH step in the positioning process?
A) Create a positioning statement focused on the benefits and value that the product provides.
B) Determine the target market's preferred combination of attributes.
C) Define the market in which the product or brand competes, relevant buyers and competitors.
D) Develop a distinctive, differentiating, value-based positioning concept.
E) Research how consumers perceive competing offerings on relevant attributes.
Question 435

Customized messages that are sent to particular consumers based mostly on the consumers’ prior shopping behavior, which marketers have observed and analyzed, are also called ________.

A) traditional media
B) informal interpersonal media
C) addressable advertising
D) symbolic media
E) broadcasting


Question 436

Which of the following global consumer market segments is most focused on social relationships and family?  

A) strivers  
B) devouts  
C) fun seekers  
D) creatives  
E) intimates


Question 437

_______ are groups that serve as sources of comparison, influence, and norms for people's opinions, values, and behaviors.

A) Age cohorts  
B) Norming cohorts  
C) Reference groups  
D) Norming groups  
E) Social conduct groups


Question 438

In the PUB MINI CASE, by targeting people with strong attachments to their Irish heritage, The Celtic Knot is taking advantage of the ________ function of their target market's attitudes.

A) utilitarian  
B) knowledge  
C) ego-defensive  
D) value-expressive  
E) attribution


Question 439

With its slogan “Because self-confidence is priceless,” Iron Band Deodorant is trying to attract customers by emphasizing the brand's ________.

A) utilitarian function  
B) knowledge function  
C) intention function  
D) ego-defensive function  
E) value-expressive function


Question 440

Perceptions of a company's lack of social responsibility or unethical marketing strategies rarely have a negative effect on consumer purchase decisions.

A) True  
B) False


Question 441

When marketers single-out a particular subculture that they wish to target, they must often modify the product to better meet the needs of the targeted consumers and also change the marketing message to suit the subculture’s values and tastes.

A) True  
B) False
Question 442

Big Y Supermarkets sometimes issued poker chips of different values when consumers checked out at their supermarkets. The consumers did not get one each time they checked out, and they did not know what the reward was going to be if they got one. This is an example of a ________ reward schedule.
A) systematic
B) variable ratio
C) random
D) fixed ratio
E) continuous

Question 443

We learn cultural norms and customs mostly from family and peers and begin to understand that some behaviors are appropriate and others not at a very young age.
A) True
B) False

Question 444

Differentiate between formal learning, informal learning, and technical learning.

Question 445

The societal marketing concept requires marketers to fulfill the needs of the target audience in ways that improve, preserve and enhance society’s well-being and meet business objectives.
A) True
B) False

Question 446

Matthew recently purchased a new laptop for $1,500. He subsequently saw an advertisement for what appeared to be a similar model being sold for only $1,350. In order to resolve his ________, Matt decided that the cheaper model must not have as many attractive features as the model he purchased.
A) post-purchase dissonance
B) attitude formation
C) indirect experience
D) situational influence
E) subjective norm

Question 447

In the FOOT CREAM MINI CASE, Athlete’s Aid emphasizes the use of its product to prevent athlete’s foot. This is an example of ________.
A) comparative advertising
B) negative message framing
C) positive message framing
D) corrective advertising
E) deceptive advertising

Question 448

The Physicians Committee for Responsible Medicine targeted Burger King in television commercials that blame it for heart disease.
A) True
B) False

Question 449

Generally, the consumption habits of African American consumers are a function of their ________ rather than their ________.
Question 450

One study discovered that a strong graphic threat message had a greater effect for a familiar issue than it did for an unfamiliar issue.

A) True
B) False


Question 451

Level of agreement with which of the following statements is associated with the Control of Life Psychographic Factor?

A) I find it hard to speak in front of a group.
B) I am more conventional than experimental.
C) The look of a website is an important factor in my buying decisions.
D) I generally give gifts because people expect me to.
E) My friends often ask me for advice on fashion.


Question 452

________ define themselves by acquiring possessions.

A) Highly dogmatic consumers
B) Object visualizers
C) Verbalizers
D) Spatial visualizers
E) Highly materialistic consumers


Question 453

Survey X asks respondents to express their impression of a given price for Product Y on a continuum between expensive and inexpensive. This type of attitude scale is known as a ________.

A) Likert scale
B) behavior intention scale
C) bipolar scale
D) semantic differential scale
E) rank-order scale


Question 454

Why is humor used so frequently in advertisements? In your response, include evidence from research studies on using humor in advertising.


Question 455

"Tourism of Doom" characterizes a travel industry market segment that pays high prices to travel to places that are threatened due to climate change.

A) True
B) False


Question 456

The members of the ________ category of adopters take a relatively long time to evaluate whether or not they would benefit from owning a product and, most likely, perceive more risk in all consumption situations than members of the preceding adopter groups.

A) early majority
B) laggard
C) late majority
D) early adopter
E) innovator

Question 457

Endorsers whose demographic characteristics are similar to the target audiences' are viewed as more credible and persuasive than those who do not.
A) True
B) False

Question 458

Socially beneficial forms of doing business include ________.
A) buzz marketing
B) stimulus generalization
C) viral marketing
D) deceptive advertising
E) cause-related marketing

Question 459

In the JUICE MINI CASE, Fruit Fusions only sells its new juice line through high-end grocery stores and lunch boutiques in an effort to create a high-end reputation for its juice line through ________.
A) perceived risk
B) playing on consumers' need for closure
C) retail store image
D) consumer stereotypes
E) making a good first impression

Question 460

It is essential that a product be part of a consumer's evoked set if it is to be considered at all.
A) True
B) False

Question 461

_______ suggests repeated exposure to TV commercials, or low involvement information processing, induces purchase decisions before the formation of consumer attitudes toward products.
A) Central route learning
B) Left-brain learning
C) Cognitive learning
D) Passive learning
E) Hemispheric lateralization

Question 462

Relative to Chinese consumers, American consumers are more submissive to authority and place less emphasis on self-reliance.
A) True
B) False

Question 463

In a ________, every member of the population has a known and equal chance of being selected.
A) judgment sample
B) systematic random sample
C) cluster sample
D) simple random sample
E) convenience sample

Question 464

Americans place a great importance on time. They value time and believe in the importance of not wasting time. This is connected to the Americans’
core value of humanitarianism.
A) True
B) False

Question 465

Queens County (one of the five boroughs that make up the City of New York) is one of the most multicultural counties in America, where ________ percent of its residents were born outside the United States.
A) 26
B) 36
C) 46
D) 56
E) 66

Question 466

In ________, the moderator-researcher usually analyzes the responses received, whereas in ________, the research supervises the analysis.
A) physiological research; observational research
B) quantitative research; qualitative research
C) qualitative research; quantitative research
D) observational research; physiological research
E) secondary research; primary research

Question 467

_______ media are online channels, social networks and mobile electronic devices.
A) Informal
B) Traditional
C) Comparative
D) Symbolic
E) New

Question 468

_______ consists of promoting a company’s image without referring to any of its offerings.
A) Umbrella positioning
B) Institutional advertising
C) Family branding
D) Informal advertising
E) Formal advertising

Question 469

Provide an example of an advertisement that was considered provocative.

Question 470

From a consumer's point of view, in the SOUP MINI CASE, White Mountain's soup packaging is an appeal to which of the following American core values?
A) freedom
B) material comfort
C) achievement
D) individualism
E) efficiency

Question 471

The emphasis in the definition of personality is on inner characteristics, which are ________.
A) those characteristics of an individual that are not readily apparent to others
B) those characteristics that distinguish one individual from others
Question 472

In the CLOTHING MINI CASE, the majority of Outer Limits’ consumers fall into the ________ consumer segment.
A) Global Indifferents
B) Global Dreamers
C) Antiglobals
D) Global Agnostics
E) Global Citizens

Question 473

_______ are chunks of software — installed on one’s computer, tablet or smartphone — that are gateways to games, online resources, and social networking.
A) Viruses
B) Blogs
C) Cookies
D) Apps
E) UPC codes

Question 474

The type of Twitter user that follows about the same number of users as follow them is known as a ________.
A) Spammer
B) Lurker
C) Celebrity
D) Conversationalist
E) Squatter

Question 475

Differentiate between the types of gifting and provide an example of each.

Question 476

Some marketers prefer ________ because they feel that the dynamic interaction between participants that takes place tends to yield a greater number of new ideas and insights.
A) consumer panels
B) focus groups
C) depth interviews
D) mystery shopping
E) mail surveys

Question 477

How does ancestral pride manifest itself in consumer behavior?

Question 478

When automobile makers started producing more environmentally sound cars to minimize the dire consequences of emissions on our planet and its inhabitants, they were engaged in ________.
A) efficiency
B) achievement
C) green marketing
D) health and fitness
E) youthfulness
Question 479

Renee likes to try on some of the newest clothes each season to see how she looks in the styles, and prefers to buy clothes that are very unusual. Renee is best described as ________.
A) highly ethnocentric
B) having a low optimum stimulation level
C) minimally ethnocentric
D) highly dogmatic
E) having a high optimum stimulation level

Question 480

The subculture that is furthest from being homogeneous is the ________ subculture.
A) Asian American
B) Mexican American
C) Hispanic American
D) Pacific Islander
E) African American

Question 481

_______ is/are the immediate and direct response of the sensory organs to stimuli.
A) Sensory blocking
B) Sensory input
C) Sensory adaptation
D) Sensory receptors
E) Sensation

Question 482

In the JONES MINI CASE, which of the following labels best describes the Joneses?
A) stereotypical elderly
B) technophobic elderly
C) traditional elderly
D) old-old
E) new-age elderly

Question 483

In relation to consumer behavior, less acculturated Hispanic consumers ________.
A) prefer frozen to fresh or prepared food items
B) prefer new, undiscovered brands
C) tend to be impulse buyers
D) traditionally shop at bodegas
E) are price- rather than fashion-conscious when it comes to clothing

Question 484

The type of self-image that characterizes the way consumers would like others to see them is ________.
A) actual self-image
B) ideal self-image
C) social self-image
D) ideal social self-image
E) self-image awareness

Question 485

Oftentimes consumer research respondents may be unaware of their motives or are unwilling to reveal them when asked directly. In such situations, researchers use ________ to delve into the consumer's unconscious or hidden motivations.
A) projective techniques
Question 486

Which global brand stands out because of its exceptional brand management, significant global presence, and delivering consistent quality and affordability?
A) Nike  
B) Disney  
C) Google  
D) Coca Cola  
E) McDonald's

Question 487

In the OIL CHANGE MINI CASE, the Mr. Greasy Reward Card offers customers positive reinforcement on a ________ schedule.
A) random  
B) continuous  
C) total  
D) systematic  
E) variable ratio

Question 488

Post-purchase benefits such as warranties and return policies are part of the place element of the marketing mix.
A) True  
B) False

Question 489

Marketing myopia causes companies to focus on crucial changes in the marketplace as they look through the window rather than into the mirror.
A) True  
B) False

Question 490

For Generation X, enjoying life and having a lifestyle that provides freedom and flexibility is more important than salary.
A) True  
B) False

Question 491

The Stoic socialization-related attitude is characterized as a mother who has the highest income and education, is rational, teaches her children to shop and spend responsibly, and resents the influence of the media on her children.
A) True  
B) False

Question 492

Lucy finds Coca-Cola to be refreshing and tasty. When she attributes this perception to all colas in red cans, she is engaging in ________.
A) advertising wearout  
B) cosmetic variations  
C) interference  
D) stimulus generalization  
E) stimulus discrimination
Question 493

A lawyer wears conservative clothing at work but wears trendy clothing when she goes out with her friends, which illustrates different reference groups may influence the beliefs, attitudes and behaviors of individuals under different circumstances.

A) True
B) False

Question 494

Do all consumers, internationally, respond similarly to brand extensions from global brands?

Question 495

In the WATCH MINI CASE, seeking a job with higher income and greater prestige, Bob is trying to exercise ________.

A) conspicuous consumption
B) power
C) upward mobility
D) downward comparison
E) downward mobility

Question 496

_______ are households that are paid for recording their purchases and/or media viewing habits in diaries that are combined with data from thousands of households and analyzed by data providers.

A) Lifetime value profiles
B) Probability samples
C) Quota samples
D) Consumer panels
E) Data generators

Question 497

In the figure and ground principle of Gestalt psychology, ________.

A) figure and ground relationships are always interpreted in the same way
B) the ground is usually perceived as indefinite, hazy, and continuous
C) figure typically appears to be subordinate to ground and, therefore, less important
D) the common line that separates the figure and the ground is generally attributed to the ground
E) the ground is usually perceived as distinct and central to the image

Question 498

If a consumer segment generally holds a positive attitude toward owning the latest designer jeans and values having the latest and greatest in designer jeans, then that segment's attitude toward new brands of designer jeans are likely to reflect that orientation. This is an example of the ________ of attitude.

A) value-expressive function
B) ego-defensive function
C) intention function
D) utilitarian function
E) knowledge function

Question 499

The ________ serves as the primary agent for enculturation.

A) family
B) teacher
C) religions institution
D) educational institution
E) media
Question 500

Which of the following is true of attitudes and their relationship with behavior?
A) There is no demonstrable link between attitudes and behavior.
B) Consumers always demonstrate consistency between their attitudes and their behaviors.
C) Attitude change is always followed by behavior change.
D) Attitudes are permanent, but the behaviors they reflect change over time.
E) When consumers are free to act as they wish, we anticipate that their actions will be consistent with their attitudes.

Question 501

Despite the various countries of origin of Hispanic Americans, this subcultural group is often considered as a single market based on ______.  
A) language  
B) geographic location  
C) age  
D) nationality  
E) religion  

Question 502

In the FOOT CREAM MINI CASE, Athlete’s Aid’s placement of advertisements at the end of an advertising series is an attempt to take advantage of ______.  
A) recency effects  
B) repetition  
C) positive message framing  
D) primacy effects  
E) advertising resonance  

Question 503

In the WATCH MINI CASE, Icon seems to be appealing to a target market of consumers seeking a wristwatch that provides ______.  
A) a sense of power  
B) a sense of status  
C) a sense of achievement  
D) a sense of being well-educated  
E) a sense of importance  

Question 504

Chelsea confuses a private-label brand’s packaging with that of a national brand leader. This is an example of ______.  
A) stimulus discrimination  
B) cosmetic variations  
C) cognitive processing  
D) advertising wearout  
E) stimulus generalization  

Question 505

Ragu, a spaghetti sauce maker, has decided to launch its most popular sauce flavors in a small pouch format that is more convenient to use. When they choose to launch their most popular sauce flavors, which are "tried and true," instead of new flavors, Ragu is seeking to minimize consumers’ perception of ______.  
A) time risk  
B) psychological risk  
C) physical risk  
D) financial risk  
E) functional risk  

Question 506

Within cognitive age, ______ is how similar a person’s interests are from those in his or her age group.
Question 507

How might a marketer unintentionally convey socially undesirable stereotypes and images in products and advertisements? Give an example.

Question 508

The purpose of institutional advertising is to ________.
A) promote a specific product line
B) boost the corporate image
C) promote a specific retail outlet as a way of improving the manufacturer's image through the retail store image
D) promote the product category as a whole
E) enter a product category totally unrelated to the one with which the corporate name has become synonymous

Question 509

When Samsung incorporated twitter comments about the iPhone into its advertising pitch, it was taking advantage of which facet of the interactive exchange?
A) consumer-generated content
B) the ability to get instant reactions to marketers' messages
C) scanner panel data
D) technological innovations
E) one-way communications

Question 510

From a marketing perspective, the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior, which evolves and changes as consumers acquire knowledge from experience, observation, and interactions with others to impact future behavior, is known as ________.
A) brand loyalty
B) consumer learning
C) positive reinforcement
D) brand equity
E) perceptual blocking

Question 511

Some firms engage in ________, where they contribute a portion of the revenues they receive from selling certain products as helping people inflicted with incurable diseases or hurt by inclement weather.
A) buzz marketing
B) stimulus generalization
C) viral marketing
D) deceptive advertising
E) cause-related marketing

Question 512

Occupation, amount of income, and education are typical variables used as ________ measures of social class.
A) subjective
B) objective
C) consumption
D) status
E) reputational
Question 513
The degree of reference group influence on purchase decisions varies according to product ________, or how much it stands out and is noticed by others.

A) conformity  
B) personality  
C) conspicuousness  
D) experience  
E) power


Question 514
Antoine is in charge of customer acquisition and retention. He allocates more of his budget to customer retention than customer acquisition. Why does Antoine's decision make sense?

A) Low customer turnover is correlated with higher profits.  
B) High customer acquisition is correlated with higher employees satisfaction.  
C) Low customer acquisition is correlated with higher employee satisfaction.  
D) Low customer acquisition is correlated with higher profits.  
E) High customer turnover is correlated with higher profits.


Question 515
Give an example of a generic goal, and an example of a product-specific goal.


Question 516
When consumers have no established criteria for evaluating a product category, they engage in extensive problem solving.

A) True  
B) False


Question 517
According to the ________, to understand consumers’ intentions we also need to measure the subjective norms that influence an individual’s intention to act.

A) theory-of-reasoned-action model  
B) trying-to-consume model  
C) attitude-toward-object model  
D) attitude-toward-behavior model  
E) attitude-toward-the-ad model


Question 518
How can marketers utilize the knowledge function to influence the basic motivational function?


Question 519
Paul is an analyst at an investment bank. He notices that many of the senior executives at his office wear Rolex watches, so he decides to save up and buy a Rolex so that he will appear to be more like those executives. Paul’s comparison of his own material possessions with those owned by others to determine his relative social standing is an example of ________.

A) downward comparison  
B) social stratification  
C) Social Comparison Theory  
D) antisocial comparison  
E) affluent consumption


Question 520
Google identifies searchers’ zip codes via their IP addresses.

A) True
Question 521
In the CAR MINI CASE, Carl's reconsideration of brand choice after he buys a Subaru constitutes ________.
A) post-purchase dissonance
B) defensive attribution
C) niche marketing
D) buying intention
E) indirect experience

Question 522
The sponsor's first step in developing a communication for a consumer is ________.
A) design the message in an appropriate manner
B) select an appropriate medium to send the message
C) measure exposure
D) establish objectives of the message
E) decode the message

Question 523
The birth of the first child marks the transition from the ________ stage to the ________ stage of the traditional family life cycle.
A) postparenthood; dissolution
B) honeymooner; parenthood
C) dissolution; bachelorhood
D) parenthood; postparenthood
E) bachelorhood; honeymooner

Question 524
Pomona Fruits, a tropical fruit grower, wants to raise awareness of the health benefits of pineapples in order to spur sales of its produce. Pomona buys a full page in a women's health magazine and pays a nutritionist to write a complementary article highlighting tropical fruits, including pineapples. This is an example of ________.
A) broadcast media
B) an advertorial
C) buzz marketing
D) product placement
E) an infomercial

Question 525
Which is NOT one of the benefits of highly satisfied customers?
A) They switch to competitors if offered a somewhat lower price.
B) They become customers for life.
C) They repeatedly buy the same brand.
D) They keep purchasing the same products.
E) They provide word-of-mouth to others.

Question 526
In the JUICE MINI CASE, Fruit Fusions' print ads are meant to draw a reader's attention through ________.
A) figure and ground relationships
B) consumers' tendency to group stimuli together
C) an attribute focus
D) consumers' tendency to jump to conclusions
E) consumers' need for closure

Question 527
Incorporating personality traits into websites' designs can generate more favorable attitudes from visitors and more clicks.

A) True
B) False

**Question 528**

Fathers are stronger consumer socialization agents than their wives.

A) True
B) False

**Question 529**

What is the most effective way to make sure a promotional message stands out and is received and decoded appropriately by the target audience?

A) Customize messages to customers with digital technologies.
B) Use effective positioning and offer a unique value proposition.
C) Repeat the ad several times.
D) Use a sexual appeal.
E) Use contrast in communications.


**Question 530**

Consumers' characteristics can be classed as either behavioral or cognitive. In this context, cognitive factors are abstract, can be determined only through more complex psychological and attitudinal questioning, and generally have no single, universal definitions. Examples of cognitive factors include ________.

A) usage rate, level of involvement, and education
B) demographics, gender, and benefits wanted
C) personality traits, lifestyles, and gender
D) education, usage situation, and social class
E) cultural values, personality traits, and benefits sought


**Question 531**

Before launching his ad campaign, Jerry asked a test group of consumers to read the ad copy and report whether they liked the message, understood the message correctly, and regarded the message as effective and persuasive using semantic-differential and Likert scales. This feedback is an example of ________.

A) day-after recall tests
B) UPC codes
C) net income tests
D) attitudinal measures
E) physiological measures


**Question 532**

Imagine you are training a marketing intern on how your company, which markets athletic footwear, uses market segmentation, target marketing and positioning. Explain what each is and provide an example.


**Question 533**

A study is ________ if the same questions, asked of a similar sample, produce the same findings.

A) subjective
B) objective
C) valid
D) reliable
E) legitimate


**Question 534**

Which of the following is NOT true about social marketing?

A) A solid perceptual fit between the sponsoring organizations and the causes promoted via social marketing can increase consumer purchase intentions.
B) Societal marketing programs can help create positive consumer attitudes toward companies.
C) Companies try to increase their credibility by being good corporate citizens.
D) All marketing that promotes socially beneficial behaviors must come from not-for-profit organizations.
E) A solid perceptual fit between the sponsoring organizations and the causes promoted via social marketing can increase consumer involvement in the causes.

**Answer:** https://biology-forums.com/index.php?topic=652714

### Question 535

Opinion leaders are knowledgeable and can give advice about all product categories.

A) True  
B) False  

**Answer:** https://biology-forums.com/index.php?topic=651809

### Question 536

________ are measures that predict consumers’ future purchases on the basis of past buying information and other data.

A) Consumer spying analytics  
B) Geofencing analytics  
C) Predictive analytics  
D) Showroom analytics  
E) Social analytics  

**Answer:** https://biology-forums.com/index.php?topic=651209

### Question 537

________ is the process by which marketers learn, via cross-cultural analysis, about the values, beliefs, and customs of other cultures and apply this knowledge to marketing products internationally.

A) Collectivism  
B) Individualism  
C) Interdependence  
D) Acculturation  
E) Enculturation  

**Answer:** https://biology-forums.com/index.php?topic=652452

### Question 538

The ________ method of measuring opinion leadership employs a self-administered questionnaire that requires respondents to evaluate the extent to which they have provided others with information about a product category or brand.

A) challenge  
B) self-designating  
C) heuristic  
D) sociometric  
E) key informant  

**Answer:** https://biology-forums.com/index.php?topic=651775

### Question 539

________ sources generally have more credibility than ________ sources.

A) Neutral; for-profit  
B) For-profit; not-for-profit  
C) Neutral; negative  
D) Not-for-profit; for-profit  
E) For-profit; neutral  

**Answer:** https://biology-forums.com/index.php?topic=651754

### Question 540

Of the four Ps of the marketing mix, price includes ________.

A) packaging  
B) public relations  
C) warranties  
D) payment methods  
E) distribution centers  

**Answer:** https://biology-forums.com/index.php?topic=651060
Question 541
Objectionable ads always arise from the negative intentions of marketers.
A) True
B) False

Question 542
Keeping busy and remaining active and involved is related to one of the American core values.
A) True
B) False

Question 543
In the ECOLITE MINI CASE, the donation from the SuperGreen package is an example of ________.
A) green marketing
B) cause-related marketing
C) advertainment
D) covert advertising
E) buzz marketing

Question 544
Which of the following is a perceived weakness of the audience measures used by Nielsen?
A) It does not profile consumers.
B) It does not have panels consisting of groups of consumers who provide continuous data.
C) Advertisers believe minorities are not adequately represented in Nielsen's panel.
D) It does not provide any indication of how many consumers received the message.
E) It is the largest syndicated company offering measures related to media exposure and consumption.

Question 545
Because marketers continuously sponsor ads portraying values or behaviors that some (or many) consumers find distasteful or wrong, we can conclude that public scrutiny has little impact on marketers.
A) True
B) False

Question 546
There are many ways consumers handle risk. Identify and discuss three methods.

Question 547
The family function related to setting priorities regarding learning and education, recreational activities, hobbies, setting career goals, media exposure, and shopping habits is ________.
A) shopping support
B) economic well being
C) communication support
D) suitable family lifestyles
E) emotional support

Question 548
Husband-wife decision making appears to be independent of cultural influences.
A) True
B) False

Question 549
The key assumption underlying the marketing concept is that ________.
A) consumers are most interested in obtaining generic products at low prices
B) if manufacturers make a product, consumers will buy it
C) a company must determine the needs and wants of specific target markets and satisfy consumers' needs better than the competition
D) consumers are unlikely to buy a product unless they are aggressively persuaded to do so
E) the primary focus of a business should be producing as much as it can, in the cheapest way possible


**Question 550**

In ________, advertisers pre-negotiate prices for advertising space in media whose audiences largely match the profiles of the consumers the advertisers target.
A) data aggregation
B) segment auctions
C) segment-based targeting
D) retargeting
E) impression-based targeting


**Question 551**

Marketers of many products such as soup, laundry detergent, beer, and dog food have found that a relatively small group of heavy users accounts for a disproportionately large percentage of the total product usage. Targeting these heavy users specifically is an example of ________.
A) demographic segmentation
B) cross-cultural segmentation
C) usage situation segmentation
D) benefit-based segmentation
E) usage rate segmentation


**Question 552**

Where are mobile advertisers spending most of their money?
A) banner ads
B) games
C) search ads
D) pop-up ads
E) sponsorships


**Question 553**

The ________ stage of consumer socialization occurs when a child is 3-7 years old, which is when children begin to distinguish ads from programs, associate brand names with product categories, and understand the basic script of consumption.
A) perceptual
B) cognitive
C) hedonic
D) reflective
E) analytical


**Question 554**

_______ feature(s) brands embedded in video games that are played at home, in arcades, or online.
A) Interactive television(TV)
B) Advergames
C) Out of home media
D) Webisodes
E) Branded entertainment


**Question 555**

Identify the ways in which possessions can extend the self.

Question 556

The Hispanic American market is an example of which subculture?
A) ethnic
B) social class
C) gender
D) religious
E) race

Question 557

Individuals may be influenced to conform to a group based on the group’s ________, but they are unlikely to change their attitudes or internalize their choices if they conform for this reason.
A) power
B) conspicuousness
C) experience
D) attractiveness
E) personality

Question 558

Which of the following packaging concepts is likely to DECREASE consumption of the presented item?
A) present juice in short, wide glasses
B) place candies in clear jars
C) present foods in an organized manner
D) offer multiple product tastings
E) place sandwiches in opaque wraps

Question 559

Past performance and reputation of the brand, and the image and attractiveness of the spokesperson used are all factors on which ________ is judged.
A) endorser credibility
B) advertisement acceptability
C) advertising creativity
D) source credibility
E) brand appeal

Question 560

The most popular segmentation system combining lifestyle and values is ________.
A) PALS
B) CALS
C) VALS
D) LAPS
E) SALS

Question 561

Chuck Norris appears in social media for Era detergent, because he is tough on bad guys and the detergent is tough on stains. If he does not mention his own personal experience with the product, it is an example of a ________.
A) celebrity actor
B) celebrity official
C) celebrity endorsement
D) celebrity spokescharacter
E) celebrity testimonial

Question 562

Jake learned what brands of food to buy at the grocery store by going grocery shopping with his mother as a child, watching her, and imitating her.
This constitutes ________.
A) technical learning  
B) televised learning  
C) media learning  
D) informal learning  
E) formal learning

**Question 563**

________ is the value associated with a preference for well-defined objectives and completing tasks.
A) Conformity  
B) Variety  
C) Leadership  
D) Achievement  
E) Goal orientation

**Question 564**

Identify and briefly describe the three major categories of promotional violations that occur in the marketing of drugs.

**Question 565**

The purpose of rehearsal is to hold information in short-term storage long enough for ________ to take place.
A) comprehension  
B) recall  
C) involvement  
D) retrieval  
E) encoding

**Question 566**

_______ implies the notion of a trade-off of benefits — like the features of the purchased item — versus the sacrifice necessary to purchase it — like the time investment and the price.
A) Value  
B) Influence  
C) Satisfaction  
D) Dissonance  
E) Perception

**Question 567**

Hype Mobile Phones wants to learn how consumers decide which mobile phones to purchase, so it places researchers in mobile phone stores and has them pose as salespeople. In this example, researchers are ________.
A) third-party observers  
B) active researchers  
C) actors  
D) participant-observers  
E) imitators

**Question 568**

While obtaining secondary data before engaging in primary research has its limitations it also offers many advantages. Which of the following is an example of these advantages?
A) Secondary data is always categorized in units that match those that the researcher seeks.  
B) Secondary data rarely exhibits bias.  
C) Secondary data is generally current and up-to-date.  
D) Secondary data can provide ideas for the methods to be used and the difficulties that are likely to occur during a full-scale study.  
E) Secondary data is always accurate.
Question 569

A popular pop singing sensation is a spokesperson for a cellular phone company. As a non-expert celebrity endorser, her presence in communications about the cellular phone company's service is likely to be processed via the ________.

A) central route  
B) functional route  
C) tricomponent route  
D) primary route  
E) peripheral route  


Question 570

_______ is the measure of the number of pages that users have clicked through.

A) Unique visitors  
B) Cost per unique visitor  
C) Return visits  
D) Time spent  
E) Page views  


Question 571

Jeff wants to switch mobile phone carriers, but is concerned that if he switches, he may have to compare all the different carriers' calling plans again if he experiences a lot of "dropped calls" with his new provider. He is perceiving ________ risk.

A) financial  
B) psychological  
C) time  
D) physical  
E) functional  


Question 572

Day-after recall tests ask viewers of TV shows or listeners to radio broadcasts to respond to interview questions a day after listening to or watching a given program.

A) True  
B) False  


Question 573

When Fizzy Cola advertizes that it will donate a portion of all the proceeds of cola packaged in its Olympic can to the Special Olympics, it is engaging in ________.

A) buzz marketing  
B) stimulus generalization  
C) viral marketing  
D) deceptive advertising  
E) cause-related marketing  


Question 574

Because expensive and important purchases often require compromise when choosing among alternatives, post-purchase dissonance commonly occurs.

A) True  
B) False  


Question 575

When Kaley Cuoco (the actress who plays Penny in the television show Big Bang Theory) plays the role of a genie who grants wishes in a Toyota commercial, or the role of "The Negotiator's" daughter in Priceline commercials, she is characterized as a celebrity actor.

A) True  
B) False  

Question 576

It is argued that stealth marketing will result in increased consumer trust of product information.
A) True
B) False

Question 577

In the PRICE SURVEY MINI CASE, question #2 measures response on a ________.
A) Likert scale
B) rank-order scale
C) bipolar scale
D) behavior intention scale
E) semantic differential scale

Question 578

Purchasing a diamond represents ________ because consumers buy diamonds infrequently and have no established criteria for evaluating them.
A) limited problem solving
B) habitual purchase behavior
C) routinized response behavior
D) impulse purchase behavior
E) extensive problem solving

Question 579

Ashley is a marketer for Barry's Ice Cream Sandwiches. Barry's is considering reducing the number of sandwiches in a pack from 12 to 10 without reducing the price. In order to anticipate consumers' response to this kind of effective price increase, Ashley is reviewing records of customer complaints received two years ago, when Barry's reduced its packs from 15 to 12 sandwiches. These records constitute ________.
A) a focus group
B) primary data
C) a test market
D) internal secondary data
E) external secondary data

Question 580

Which of the following are considered to be underlying factors that are likely to produce a subjective norm?
A) intention and normative beliefs
B) conative predispositions and cognitions
C) affective predispositions toward the behavior and motivation to comply with others
D) intrinsic and extrinsic attributions
E) normative beliefs and motivation to comply with relevant others

Question 581

One of the criteria used by consumers to confirm their initial attributions about objects is ________, which means that the reaction (the prior inference) is perceived in the same way by other consumers.
A) consistency over modality
B) self-defense
C) consensus
D) distinctiveness
E) consistency over time

Question 582

What is the difference between behavioral data and cognitive data? Explain the difference in measurement and provide examples of consumer-intrinsic and consumption-based information associated with each type.
Question 583

The medium or communication channel can be impersonal, like ________, or interpersonal, like ________.
A) a radio advertisement; a television advertisement
B) mass media; newspaper ad
C) billboards; an online chat with a salesperson
D) a face to face conversation with a salesperson; print media
E) telephone conversations with a salesperson; mass media

Question 584

In the DOG TREAT MINI CASE, Happy Dog’s advertisement shows its Beef Treats as a means of fulfilling which of the following core American values?
A) freedom
B) achievement
C) efficiency
D) individualism
E) humanitarianism

Question 585

Which of the following is NOT one of the uses of perceptual maps?
A) Show consumers how they should perceive a marketer’s brand in relation to the competition.
B) Allow marketers to determine the direction for altering undesirable consumer perceptions of a marketer’s brand.
C) Allow marketers to find gaps, in the form of “un-owned” perceptual positions, that represent opportunities for new brands or products.
D) Show marketers how consumers perceive their brand in relation to the competition.
E) All of the above are uses of perceptual maps.

Question 586

Paula is a regular at Gino’s Italian Bistro. She likes going there because the staff always recognizes her, greets her by name, and makes her feel welcome at the restaurant, so she feels an emotional connection with the staff and the restaurant. This is an example of the ________ component of her attitude toward Gino’s.
A) affective
B) perspective
C) cognitive
D) conative
E) situational

Question 587

What is the THIRD step in the positioning process?
A) Create a positioning statement focused on the benefits and value that the product provides.
B) Determine the target market’s preferred combination of attributes.
C) Define the market in which the product or brand competes, relevant buyers and competitors.
D) Develop a distinctive, differentiating, value-based positioning concept.
E) Research how consumers perceive competing offerings on relevant attributes.

Question 588

In the SMITH MINI CASE, Nathan is most likely to be a part of which of the following social classes?
A) upper-middle class
B) lower-middle class
C) lower-lower class
D) lower-upper class
E) upper-lower class

Question 589

Consumers need to protect themselves from being bombarded with stimuli by simply tuning out such stimuli from their conscious awareness. This is
known as ________.
A) selective attention
B) selective exposure
C) perceptual defense
D) perceptual blocking
E) perceptual differentiation

Question 590
Sophisticated marketers today practice selective relationship building, which can lead to companies rejecting or firing certain types of consumers.
A) True
B) False

Question 591
In high involvement situations, consumers who find fewer brands acceptable are narrow categorizers.
A) True
B) False

Question 592
All affluent consumers share the same lifestyle.
A) True
B) False

Question 593
Brand names stamped on eggs in supermarkets, featured on video screens in taxis, placed on subway tunnels in between stations, and featured on doctor's examination tables are examples of ________.
A) ambush marketing
B) viral advertising
C) objective reality
D) experiential marketing
E) sensory adaptation

Question 594
A(n) ________ assists consumers in making consumption decisions and supports consumers' rights.
A) friendship group
B) shopping group
C) virtual community
D) advocacy group
E) aspirational group

Question 595
Discuss the theory that Abraham Maslow formulated with regard to human needs. Identify the advantages and disadvantages of Maslow's hierarchy-of-needs theory.

Question 596
Many marketers, finding their home markets to be nearing the saturation point in terms of sales opportunities, are looking to the growing ________ in developing countries to expand their sales.
A) lower class
B) middle class
C) wealthy class
D) working class
E) upper class
Question 597

Georgiana collects matchbooks from hotels and restaurants she has visited around the world. She is passionate about her matchbooks and goes out of her way to acquire more, even if she needs to plan a special trip to do so. This is an example of ________.
A) materialistic consumption  
B) compulsive consumption  
C) fixated consumption  
D) innovativeness  
E) ethnocentrism

Question 598

In the VALS typology, Achievers are motivated by achievement and tend to have high resources. They have goal-oriented lifestyles that center on family and career. This segment tends to prefer ________.
A) familiar products and established brands  
B) value over luxury, and tend to buy basic products  
C) products that offer durability, functionality, and value  
D) products that reflect cultivated tastes for upscale niche products and services  
E) premium products that demonstrate success to their peers

Question 599

A ________ is a person or organization involved in the socialization process because of frequency of contact with the individual and control over the rewards and punishments given to the individual.
A) socialization agent  
B) status agent  
C) consumption agent  
D) composite agent  
E) decision agent

Question 600

________ is how consumers actually see themselves, whereas ________ refers to how consumers would like to see themselves.
A) Ideal self-image; ideal social self-image  
B) Actual social self-image; ideal social self-image  
C) Ideal self-image; actual social self-image  
D) Social self-image; self-image  
E) Actual self-image; ideal self-image

Question 601

Age, gender, and income are bases of which of the following types of segmentation?
A) sociocultural segmentation  
B) geographic segmentation  
C) benefit segmentation  
D) psychological segmentation  
E) demographic segmentation

Question 602

In the WEIGHT LOSS MINI CASE, Gloria is particularly excited to try new and different group exercise classes. Gloria is probably best described as ________.
A) highly ethnocentric  
B) highly dogmatic  
C) inner-directed  
D) high in her need for cognition  
E) novelty seeking

Question 603
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Disney gets its cast members to go out of their way to make people happy by valuing its employees like internal customers, which is also known as

A) customer gratitude
B) internal marketing
C) internal manipulation
D) customer gratuity
E) termination costs


Question 604

The American core value of ________ is central to the belief that people can always improve themselves.

A) practicality
B) success
C) progress
D) activity
E) efficiency


Question 605

________ is constructing a map-like diagram representing consumers’ perceptions of competing brands along relevant product attributes.

A) Attribute mapping
B) Perceptual mapping
C) Umbrella mapping
D) Umbrella positioning
E) Reposition mapping


Question 606

Two nations may use or consume the same product in very different ways or for different purposes. This is an example of which of the following basic research issues in cross-cultural analysis?

A) differences in language and meaning
B) differences in marketing research possibilities
C) differences in consumption patterns
D) differences in perceived benefits of products and services
E) differences in economic and social conditions and family structure


Question 607

Those in favor of socially responsible marketing call on marketers to adopt the societal marketing concept, which requires marketers to ________.

A) minimize production costs in order to offer the product at the lowest price possible
B) lobby for government regulation of their industries
C) track customer preferences via the Internet to improve customer research databases
D) fulfill the needs of the target audience in ways that improve society as a whole, while fulfilling the objectives of the organization
E) aggressively market all products to all segments of society


Question 608

Josie directs her advertising agency to focus on the benefits of her company’s product without mentioning the competition. She is asking for a ________.

A) two-sided message
B) one-sided message
C) vocal cue
D) negative frame
E) positive frame


Question 609

John drives by the same billboard every day on his way to work. He has seen the billboard so many times, that he no longer notices it. This is an example of ________.

A) differential threshold

Question 610

High-involvement purchases are important to the consumer in terms of perceived risk, so they provoke extensive problem solving and information search.
A) True
B) False

Question 611

In high risk situations, consumers are likely to engage in complex and extensive ________.
A) routinized behavior
B) psychological field reorganization
C) information search
D) self-assessment
E) need recognition

Question 612

What are the three levels of consumer decision making? Briefly define each.

Question 613

Delivery vehicles painted in distinct colors, restaurant matchbooks, packaged hotel soaps and shampoos are all ways to make service offerings seem more tangible with visual images.
A) True
B) False

Question 614

Changing attitudes according to their applicable consumer motivations is known as the ________.
A) goodwill approach
B) functional approach
C) favorable approach
D) industrial approach
E) competitive approach

Question 615

In a consumer behavior context, the previously acquired consumer perception of an existing product is the _________. When consumers try a new product by the same brand because they believe that the new product embodies the same attribute with which the brand's existing products are associated, this is the ________.
A) unconditioned stimulus; conditioned stimulus
B) conditioned stimulus; conditioned response
C) unconditioned stimulus; unconditioned response
D) unconditioned response; conditioned response
E) conditioned stimulus; unconditioned stimulus

Question 616

The family life cycle is a classification of the phases most families go through and each stage represents an important target segment to many marketers.
A) True
B) False
Question 617
The Lambert family (which has five family members) gives their babysitter a high school graduation gift. This is an example of ________.
A) interpersonal gifting
B) intercategory gifting
C) intergroup gifting
D) intrapersonal gifting
E) intragroup gifting

Question 618
Why do marketers target affluent households? If affluent households are such great targets, why not target them exclusively?

Question 619
_______ is original data collected by individual researchers or organizations to meet specific objectives.
A) Reliable data
B) Valid data
C) Secondary data
D) Primary data
E) Objective data

Question 620
Talk about the three systems or memory storehouses, and how information is stored.

Question 621
Within cultural values, a world of peace and beauty and national security are examples of ________.
A) personal aspects of terminal values
B) interpersonal aspects of terminal values
C) competence aspects of instrumental values
D) moral aspects of instrumental values
E) moral aspects of terminal values

Question 622
Kristen is self-focused and seeks acceptance and attention from others. She is a conspicuous consumer. She views her children as part of her image, and often gives in to her children’s requests to make her life easier. When characterizing mothers’ socialization-related attitudes, Kristen would be categorized as a ________.
A) Diva
B) Protector
C) Stoic
D) Struggler
E) Nurturer

Question 623
Conspicuous possessions serve as markers or indicators of one’s own status and the status of others.
A) True
B) False

Question 624
The judges of American Idol always have a Coca-Cola within easy reach (and view). This is an example of ________.
A) an infomercial
B) product placement
C) broadcast media
D) an advertorial
Question 625
What is one of the benefits of offering many product versions that provide distinct benefits and “fill” as many positions as possible in a product category?
A) lower production costs
B) creating lower margins for the firm
C) creating barriers to competitive entry and market penetration
D) lower need for shelf space
E) All of the above are benefits for product line extensions.

Question 626
A recent survey conducted by The Wall Street Journal identified the number and type of permissions sought by the most popular apps. Identify and briefly describe the four basic kinds of information asked of app users.

Question 627
If Daisy is driving and a radio advertisement alerts her, through a specifically targeted ad based on her location, that a McDonald's restaurant is two exits down next to the highway, the advertiser is likely using the ________ from her car to identify her position.
A) UPC
B) EZ Pass
C) cookie
D) GPS
E) RFID

Question 628
Which of the following is true of the “new-age elderly”?
A) They seek stability and a secure routine.
B) They perceive themselves to be of normal health for their age.
C) They feel life should be dependable and routine.
D) They are not innovative.
E) They see themselves as younger than their chronological age.

Question 629
Social class stems from ________, which is the degree of prestige the members of one social class have in comparison with members of the other social classes.
A) education
B) upward mobility
C) religion
D) social status
E) power

Question 630
Commonly, consumer behavior is directly affected by religion in terms of products that are symbolically and ritualistically associated with the celebration of various religious holidays.
A) True
B) False

Question 631
________ is producing and promoting reusable and eco-friendly products.
A) Green marketing
B) Humanitarianism
C) Youthfulness
D) Health orientation
Question 632

In the PEN MINI CASE, test subjects were chosen based on their level of education and the ages of their children. The sample used would be best described as a ________.
A) cluster sample
B) convenience sample
C) judgment sample
D) quota sample
E) simple random sample

Question 633

In cases of ________, behavior is unlearned due to a lack of reinforcement.
A) extinction
B) advertising wearout
C) forgetting
D) information overload
E) decay

Question 634

Within the context of the model of consumer decision making, the ________ includes the unwritten codes of conduct that indicate which consumption behavior should be considered "right" or "wrong."
A) output
B) input
C) sociocultural influences
D) decision
E) marketing mix

Question 635

Two people driving together may spot a billboard at different times. This means they have different ________.
A) just noticeable differences
B) differential thresholds
C) adaptation levels
D) sensory adaptations
E) absolute thresholds

Question 636

Which of the following factors is NOT an inspiration for consumer innovativeness?
A) functional factors
B) social factors
C) material factors
D) cognitive factors
E) hedonic factors

Question 637

MADD is an example of a shopping group.
A) True
B) False

Question 638

Focus groups and depth interviews are examples of ________ research.
A) experimental
B) quantitative
C) physiological
D) empirical
E) qualitative

**Question 639**

Friends permissions include requests to share users' highly personal aspects, such as political or religious affiliation and/or sexual orientation.
A) True
B) False

**Question 640**

Consumers exposed to substantively varied ads process more information about product attributes and have more positive thoughts about the product than those exposed to cosmetic variation.
A) True
B) False

**Question 641**

A product's package, guarantees, mass-media advertising for the product, direct marketing for the product, and the selection of distribution channels to move the product from the manufacturer to the consumer are examples of ________.
A) policy factors
B) output factors
C) process factors
D) marketing inputs
E) sociocultural inputs

**Question 642**

On a questionnaire, a(n) ________ question is one where the respondent merely checks the appropriate answer from a list of options.
A) exploratory
B) disguised
C) open-ended
D) undisguised
E) closed-ended

**Question 643**

Competitors often try to change the strong and positive attitudes consumers have toward market leaders in an attempt to get consumers to switch brands.
A) True
B) False

**Question 644**

When a product fails to perform satisfactorily, it triggers ________ need recognition.
A) avoidance state
B) hypothetical state
C) psychological state
D) actual state
E) desired state

**Question 645**

How is one's influence measured on Twitter?

**Question 646**

Within cultural values, happiness and self-respect are examples of ________.
### Question 647

What is puffery? Provide an example.

**Answer:** [Link](https://biology-forums.com/index.php?topic=652767)

### Question 648

Consumers in different social classes tend to vary in terms of values, product preferences, and buying habits.

A) True
B) False

**Answer:** [Link](https://biology-forums.com/index.php?topic=651251)

### Question 649

________ is a process that links the consumer, customer and public to the marketer through information in order to identify marketing opportunities and problems, evaluate marketing actions, and evaluate marketing strategies' performances.

A) Market research
B) Marketing communication
C) Consumer complexes
D) Data collection
E) Data analysis

**Answer:** [Link](https://biology-forums.com/index.php?topic=651048)

### Question 650

The African American subcultural grouping is best described as a single, undifferentiated market, consisting of consumers who have a uniform set of needs.

A) True
B) False

**Answer:** [Link](https://biology-forums.com/index.php?topic=652391)

### Question 651

Identify and describe the three supportive roles a family plays in the socialization process and consumer behavior.

**Answer:** [Link](https://biology-forums.com/index.php?topic=651932)

### Question 652

To combat fast-forwarding by consumers who wish to avoid TV commercials, marketers are increasingly turning to ________, where the line between television shows and ads is virtually nonexistent.

A) broadcast media
B) advertorials
C) infomercials
D) buzz marketing
E) product placements

**Answer:** [Link](https://biology-forums.com/index.php?topic=652686)

### Question 653

Variety seeking measures a person's craving for or enjoyment of thinking.

A) True
B) False

**Answer:** [Link](https://biology-forums.com/index.php?topic=651384)

### Question 654

Ads that communicate that the consumer "owes it to him/herself" to provide a justification for the acquisition of goods and services are appealing to the Americans' core values of achievement and success.

A) True
B) False
Question 655

________ increase(s) the likelihood that a specific response will occur in the future as the result of particular cues or stimuli.

A) Motivation
B) Reinforcement
C) Cues
D) Feedback
E) Response


Question 656

Most human needs are fully and permanently satisfied.

A) True
B) False


Question 657

________ are bits of computer code placed on browsers to keep track of online activity.

A) Data minerals
B) Candies
C) Geofences
D) Binodes
E) Cookies


Question 658

The age subculture that is most likely to use cell phones and text messaging is the ________ subculture.

A) Generations X
B) Baby Boomers
C) Busters
D) Seniors
E) Generation Y


Question 659

The degree of ________ that a reference group exerts on an individual's behavior depends on the individual, product, and social factors.

A) influence
B) conspicuousness
C) experience
D) personality
E) intensity


Question 660

Differentiate between the three components of the tricomponent attitude model.


Question 661

Innovators seem to find new products threatening to the point where they prefer to delay purchase until the product's success has been clearly established.

A) True
B) False


Question 662

The driving force within individuals that impels them to action is known as ________.

A) tension
B) personality
Question 663

The key factor underlying the persuasive impact of a personal or interpersonal message received from either a formal or informal source is ________.
A) the number of times the message is sent
B) the extent to which the receiver's peers understand the message
C) the number of times the message is received
D) the type of broadcast medium used
E) the source's credibility

Question 664

Marketers use segmentation research to identify the most appropriate media in which to place advertisements.
A) True
B) False

Question 665

_______, the degree to which a new product is difficult to understand or use, is especially important when it comes to innovation in high-tech consumer products.
A) Observability
B) Compatibility
C) Complexity
D) Relative advantage
E) Trialability

Question 666

Marketers can track actions and optimize ads with apps on smartphones the same way they do on computers when consumers are surfing the Internet.
A) True
B) False

Question 667

Responding positively to an intention to buy question with regard to a brand will increase the likelihood of that consumer purchasing the brand.
A) True
B) False

Question 668

Whereas _________ takes place when parents, older siblings, and family members teach younger members how to behave, _________ takes place when children imitate the behaviors of others like family, friends, or TV and movie heroes and characters.
A) technical learning; informal learning
B) informal learning; formal learning
C) technical learning; formal learning
D) formal learning; informal learning
E) informal learning; technical learning

Question 669

Which of the following is NOT a strategy that helps consumers engage in dissonance reduction when they encounter prices that are significantly different from their expectations?
A) trivializing some aspects of the buying situation
B) seeking additional information
C) considering buying other brands
D) forming cognitions that justify the high price
Question 670
Every segment that can be identified is inherently viable and profitable as a basis for targeted marketing.
A) True  
B) False  

Question 671
If a student observes that she routinely purchases the Des Moines Register on her way to class, she is apt to conclude that she likes the Des Moines Register. This is an example of how the ________ helps make inferences about one’s behavior.
A) defensive attributions theory  
B) attribution theory  
C) self-perception theory  
D) formation theory  
E) elaboration likelihood model  

Question 672
In research on the motivations of alumni who donated money to intercollegiate athletic programs, which of the following benefits is associated with being loyal to the college, helping to build a successful athletic program and continue tradition?
A) materialism  
B) social-practical motivation  
C) trusting  
D) prestige  
E) belongingness  

Question 673
The inert set consists of the small number of brands the consumer is familiar with, remembers, and finds acceptable.
A) True  
B) False  

Question 674
What are the four possible multinational marketing strategies with regard to standardization and localization?

Question 675
The segment of online consumers that uses the Internet 20.7 hours per week, engages in some browsing and shopping but is a very heavy user of blogging, chatting, video streaming, and downloading, is known as ________.
A) Sports Fans  
B) Basic Communications  
C) Value-Added Shoppers  
D) Lurking Shoppers  
E) Social Strivers  

Question 676
Name five factors that are likely to increase prepurchase search with regards to a product or service.

Question 677
Egoistic needs can take either an inward or an outward orientation, or both. Inwardly directed ego needs reflect an individual’s need for ________.
A) self-esteem  
B) status  
C) prestige  
D) recognition from others

### Question 678

The theory of ________ suggests that the memory of a negative cue, such as a low-credibility source, simply decays faster than the memory of the message itself, leaving behind the primary message content.

A) disassociation  
B) the sleeper effect  
C) differential decay  
D) the dissipation effect  
E) advertising wearout

**Answer:** https://biology-forums.com/index.php?topic=651768

### Question 679

In the JONES MINI CASE, 60 is Bob's ________, whereas 75 is Bob's ________.

A) generational age; chronological age  
B) chronological age; cognitive age  
C) cognitive age; chronological age  
D) generational age; cognitive age  
E) cognitive age; generational age

**Answer:** https://biology-forums.com/index.php?topic=652379

### Question 680

Consumer learning is a process that continually evolves and changes as a result of newly acquired knowledge or from actual experience.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=652150

### Question 681

_______ is our tendency to make the same responses to slightly different stimuli.

A) Stimulus discrimination  
B) Advertising wearout  
C) Stimulus generation  
D) Stimulus generalization  
E) Classical conditioning

**Answer:** https://biology-forums.com/index.php?topic=652089

### Question 682

People perceive all stimuli to which they are exposed.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=652037

### Question 683

Attitudes can be directly observed.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=651461

### Question 684

The most popular use of geography in strategic targeting is ________ — a hybrid segmentation scheme based on the premise that people who live close to one another are likely to have similar financial means, tastes, preferences, lifestyles, and consumption habits.

A) behavioral targeting  
B) psychographics  
C) geodemographics  
D) social class  
E) countersegmentation

**Answer:** https://biology-forums.com/index.php?topic=651184
Question 685

When consumers watch advertising on TV, they ________ process and store ________ information without active involvement.
A) passively; right-brain
B) passively; left-brain
C) intentionally; left-brain
D) actively; right-brain
E) actively; left-brain

Question 686

A billboard with a built-in camera snapped pictures of passersby and posted them on the billboard with the notification of “Person of Interest Identified” to promote a new show on citizen-surveillance. The category of media the billboard falls into is ________.
A) branded entertainment
B) out of home media
C) interactive television (TV)
D) webisodes
E) advergames

Question 687

Companies from which country spend the most annually on branded entertainment?
A) United States
B) Korea
C) Great Britain
D) Germany
E) Japan

Question 688

_______ include written concept statements, drawings, photos of new products, actual product samples, and rough renditions of ads that help respondents express their inner thoughts and encourage a more precise or accurate response to what is being investigated.
A) Consumer panels
B) Complaint analyses
C) Mystery shops
D) Cluster samples
E) Stimulus materials

Question 689

If Mark wants an immediate impact as he introduces his product, he should use _______; if he wants long-term, regular buying behavior, he should use _______.
A) product form extensions; product line extensions
B) massed learning; distributed learning
C) modeling; vicarious learning
D) the central route to persuasion; the peripheral route to persuasion
E) recognition; recall

Question 690

The needs of married women who work outside the home differ from those of women who do not work outside the home.
A) True
B) False

Question 691

The recall of a commercial and its central theme is evidence of its attention-getting and persuasive power.
A) True
B) False
Question 692

The ________ is the most popular form of attitude scale because it is easy for researchers to prepare and to interpret, and simple for consumers to answer.
A) Likert scale
B) behavior intention scale
C) rank-order scale
D) semantic differential scale
E) customer value profile

Question 693

Also known as the "Homeland Generation" and "Digital Natives," members of the ________ subculture were born between 1997 and today.
A) Generation X
B) Generation Y
C) Generation Z
D) Twisters
E) Baby Boomers

Question 694

What is a ritual? Provide an example of a ritual artifact and explain why ritual artifacts are important to marketers.

Question 695

In the PRICE SURVEY MINI CASE, the screening questionnaire is developed based on ________ from Yankelovich.
A) external secondary data
B) internal secondary data
C) quantitative primary data
D) qualified primary data
E) qualitative primary data

Question 696

Gloria buys Crest toothpaste because her mother always bought Crest for her family when she was growing up. This is an example of ________.
A) intergenerational transfer
B) peer socialization
C) consumer socialization
D) family member socialization
E) shared shopping experience

Question 697

Ethnicity, religion, race, and age are examples of sociocultural and demographic variables upon which ________ is/are based.
A) cross-national cultural analysis
B) societal analysis
C) subcultural divisions
D) societal classifications
E) cultural classifications

Question 698

Lola is concerned about the impact of genetically modified ingredients found in foods on the long-term health of her family members. She is perceiving ________ risk.
A) financial
B) psychological
C) time
D) physical
E) functional
Question 699
Which country has the highest gross income?
A) Greece  
B) India  
C) United States  
D) Norway  
E) China  

Question 700
One of the challenges associated with conducting consumer research studies in other countries is _______.
A) surveys that ask personal questions arouse suspicion in some countries  
B) it is illegal to stop people on the streets in some countries  
C) scales of measurement are not adequate in some countries  
D) gatherings of four or more people (with the exception of family and religious gatherings) are outlawed in some countries  
E) all of the above  

Question 701
The production concept makes sense for a business when _______.
A) consumers are more interested in product availability than in product variation  
B) consumers are not sensitive to price  
C) consumers have changing needs and insist that those needs be satisfied  
D) consumers are unlikely to buy the product unless they are persuaded to do so  
E) consumers are interested in obtaining the product that offers them the highest quality, best performance, and most features  

Question 702
In the RYAN'S RUNNERS MINI CASE, by portraying his store as a one-stop-shop for all your running needs, Ryan has developed a distinct image for his store. This is an example of _______.
A) targeting  
B) positioning  
C) social marketing  
D) placement  
E) segmentation  

Question 703
Carla learned how to go about shopping for a new car when her father specifically sat her down and told her what to look for at dealerships and how to negotiate the best price. This constitutes _______.
A) formal learning  
B) televised learning  
C) informal learning  
D) media learning  
E) technical learning  

Question 704
The process by which we recover information from long-term storage is known as _______.
A) decoding  
B) retention  
C) encoding  
D) processing  
E) retrieval  

Question 705
In the SOUP MINI CASE, White Mountain draws attention to its patronage of independent local farmers in order to appeal to which of the following American core values?
Question 706

The popularity of _______ threatens the barter system wherein consumers allow sites and third-party ad networks to collect information about their online activities in exchange for open access to maps, email, games, music, social networks, and more.
A) “do not track”
B) behavioral advertising
C) contextual advertising
D) covert marketing
E) AdChoice

Question 707

The number of alternatives available when making a purchase decision does not affect the decision-making process.
A) True
B) False

Question 708

Marge and Steve treat themselves (a small family unit) to a Caribbean cruise for their 25th wedding anniversary. This is an example of _______.
A) interpersonal gifting
B) intercategory gifting
C) intergroup gifting
D) intrapersonal gifting
E) intragroup gifting

Question 709

Why would a brand want to update its image?
A) to fulfill a need in a straightforward way
B) to hide its core benefit
C) to create emotional bonds between brands and consumers
D) to be more similar to competitors
E) to be perceived as a "me too" offering

Question 710

Individuals express their need for _______ by organizing their perceptions so that they form a complete picture.
A) interpretation
B) grouping
C) exposure
D) figure-ground patterns
E) closure

Question 711

Which of the following is NOT a statement that is illustrative of opinions of an individual with a high Need for Uniqueness?
A) I enjoy it when others tell me my taste is different or uncommon.
B) Some of my acquaintances think I’m somewhat weird in my seeking to be different.
C) I work at maintaining my own unique persona.
D) I like to stay up to date with current clothing styles and fashion trends.
E) I like to seek out unusual gifts for myself.

Question 712
parents are very restrictive and not nurturing in respect to consumer socialization.

A) Rigid
B) Indulgent
C) Neglecting
D) Authoritative
E) Authoritarian

Question 713
Targeting is the process of dividing a market into subsets of consumers with common needs or characteristics.
A) True
B) False

Question 714
_______ refers to the development of a distinct image for the product in the mind of the consumer.
A) Segmenting
B) Placement
C) Targeting
D) Positioning
E) Promotion

Question 715
Beth is tired of carrying around a cumbersome CD player and a heavy collection of CDs so she can listen to her music on-the-go, and so has decided to convert her CD music collection to MP3 and buy an iPod. This is an example of ______ need recognition.
A) hypothetical state
B) acquired state
C) desired state
D) psychological state
E) avoidance state

Question 716
_______ offer(s) order, direction, and guidance for problem solving by providing tried and true methods of satisfying physiological, personal, and social needs.
A) Beliefs
B) Rationality
C) Values
D) Self-concept
E) Culture

Question 717
In some cultures, the female head of household is the primary decision maker when it comes to purchases for the family. In others, it is the male head of household. This is an example of which of the following basic research issues in cross-cultural analysis?
A) differences in language and meaning
B) differences in marketing research possibilities
C) differences in consumption patterns
D) differences in perceived benefits of products and services
E) differences in economic and social conditions and family structure

Question 718
Once information is perceived, it is first stored in the short-term store, then the long-term store, then the sensory store.
A) True
B) False

Question 719
When banks use security cameras to observe problems customers may have in using ATMs, this is an example of ________.
A) physiological observation
B) mechanical observation
C) complaint analysis
D) momentary observation
E) experimentation

Question 720
In the CRAFT MINI CASE, Global Craft capitalizes on its reputation for ________ to promote the products it imports.
A) global myth
B) value
C) quality signaling
D) prestige
E) social responsibility

Question 721
Which of the following is a collectivist country?
A) Canada
B) Australia
C) Mexico
D) United States
E) United Kingdom

Question 722
With regard to offensive advertising, ________ produced the most consumer complaints.
A) the use of tobacco and cigarettes
B) perfectly tanned models
C) images and words unsuitable for children
D) excessive alcohol consumption
E) the very thin "ideal" figures in fashion advertising

Question 723
Based on the societal marketing concept, professional athletes should not be used in liquor or tobacco advertisements because celebrities often serve as role models for the young and using them in ads may result in underage consumers’ use of the products.
A) True
B) False

Question 724
Within the context of the model of consumer decision making, the ________ represents the internal influences that affect consumers’ decision-making processes.
A) marketing mix
B) prepurchase search
C) evaluation of alternatives
D) decision
E) psychological field

Question 725
In 2009, the Axe brand launched a line of hair care products to complement its existing assortment of body washes and deodorants, hoping to leverage the Axe brand equity to expand into a new category of men’s personal care products. This is an example of a manufacturer taking advantage of ________.
A) physical appearances
B) perceptual defense
C) the halo effect
D) perceptual blocking
### Question 726

Forgetting is often related to the passage of time, and is known as the process of ________.

- A) decay
- B) advertising wearout
- C) perceptual blocking
- D) relationship marketing
- E) encoding

Answer: [link](https://biology-forums.com/index.php?topic=652105)

### Question 727

Identify the four functions that serve as motivators under the functional approach and provide an example of each.

Answer: [link](https://biology-forums.com/index.php?topic=651490)

### Question 728

The ________ of formal, interpersonal marketing communications is likely to be a targeted prospect or a customer.

- A) feedback
- B) marketer
- C) sender
- D) medium
- E) receiver

Answer: [link](https://biology-forums.com/index.php?topic=651504)

### Question 729

People who are preoccupied with their self-worth and have a negative view of people (high anxiety and high avoidance) prefer exciting brand personalities, while those with high anxiety and a favorable view of people prefer sincere brand personalities.

- A) True
- B) False

Answer: [link](https://biology-forums.com/index.php?topic=651943)

### Question 730

Within the context of the model of consumer decision making, a firm’s ________ activities are a direct attempt to reach, inform, and persuade consumers to buy and use its products.

- A) marketing mix
- B) decision
- C) output
- D) input
- E) sociocultural environment

Answer: [link](https://biology-forums.com/index.php?topic=652559)

### Question 731

In the COLA MINI CASE, marketers of Fizzy Cola must undergo a process of ________ in order to recognize the relevant factors pertaining to the usage of its products in the Middle East.

- A) adculturation
- B) enculturation
- C) novoculturation
- D) proculturation
- E) acculturation

Answer: [link](https://biology-forums.com/index.php?topic=652502)

### Question 732

Which of the following is NOT a characteristic of affluent customers, relative to the less wealthy?

- A) more isolated from parents
- B) more pressure to achieve
- C) healthier
- D) less likely to become marketers’ “customers for life”
- E) higher life expectancies

Answer: [link](https://biology-forums.com/index.php?topic=651888)
Question 733
Which tier of customers is most likely to get "fired" by a firm?
A) gold
B) lead
C) iron
D) platinum
E) silver

Question 734
________ segmentation differentiates among heavy users, medium users, light users, and nonusers of a specific product, service or brand.
A) Brand loyalty
B) Brand awareness
C) Benefit
D) Sociocultural
E) Usage rate

Question 735
In the VALS typology, Makers are motivated by self-expression and tend to have low resources. They choose hands-on constructive activities and spend leisure time with family and close friends. This segment tends to prefer ________.
A) familiar products and established brands
B) value over luxury, and tend to buy basic products
C) products that offer durability, functionality, and value
D) products that reflect cultivated tastes for upscale niche products and services
E) premium products that demonstrate success to their peers

Question 736
PRIZM is an example of ________ segmentation.
A) demographic
B) use-related
C) psychographic
D) sociocultural
E) geodemographic

Question 737
Mobile advertising accounts for ________ percent of the total advertising spending in the United States and worldwide.
A) one
B) two
C) three
D) four
E) five

Question 738
What is social comparison theory? How might marketers use this theory in advertising?

Question 739
Mobile devices provide four types of value to users. ________ value describes the characteristic that mobile devices make consumers feel good and relaxed when using the device.
A) Monetary
B) Hedonic
C) Convenience
D) Emotional
E) Social
Question 740

In the CAR MINI CASE, Subaru's portrayal of its station wagon as a car designed for young people who need extra cargo space to accommodate their active lives appeals to Carl because that is how he sees himself. In this way, Subaru is appealing to the ________ function to change attitudes toward station wagons.

A) knowledge
B) ego-defensive
C) value-expressive
D) competitive
E) utilitarian


Question 741

Identify and discuss the reasons for which small reductions in customer defections produce significant increases in profits.


Question 742

Which of the following is NOT a way to overcome psychological noise?

A) Customize messages to customers with digital technologies.
B) Use contrast in communications.
C) Use effective positioning and offer a unique value proposition.
D) Repeat the ad several times.
E) All of the above are ways to overcome psychological noise.


Question 743

Identify the benefits and dangers of a single company marketing different brands to different social class segments. Give an example.


Question 744

Provide an example of an advertisement that used deceptive or false promotional claims. Identify the issue associated with the ad and describe why it was misleading.


Question 745

Barry has avoided purchasing a new laptop because prices keep falling and he is worried that, if he buys a laptop today, the same laptop will be cheaper in six months. Barry perceives ________ associated with the purchase of a new laptop.

A) social risk
B) psychological risk
C) functional risk
D) financial risk
E) time risk


Question 746

________ portray consumers’ attitudes with regard to an attitude object as a function of consumers’ perceptions and assessment of the key attributes or beliefs of that object.

A) Tricomponent attitude models
B) Dual mediation models
C) Multiattribute attitude models
D) Functional models
E) Cognitive dissonance theories


Question 747

A stimulus may be too faint or brief to be consciously seen or heard, such as a deeply embedded or a very briefly flashed image, but may still be perceived by one or more sensory receptor cells. This is called ________.

A) sequential transition
B) supraliminal perception
Question 748

In the SMITH MINI CASE, Carl belongs to which of the following age subcultures?
A) Generation Y
B) Seniors
C) Generation X
D) Baby boomers
E) Twister

Question 749

U.S. consumers are more likely to seek new and different products than French and German consumers.
A) True
B) False

Question 750

Customers have different expectations when they purchase a Lexus than when they purchase a Hyundai. These expectations affect _______.
A) market segmentation
B) the value proposition
C) the market targeting
D) the corporate vision
E) customer satisfaction

Question 751

According to the ________, attitudes consist of three major components: a cognitive component, an effective component, and a conative component.
A) self-perception theory
B) functional approach
C) multiattribute attitude model
D) dual mediation model
E) tricomponent attitude model

Question 752

______ is already existing information that was originally gathered for a research purpose other than the present research.
A) Qualitative data
B) Test data
C) Secondary data
D) Explanatory data
E) Primary data

Question 753

Positioning Bounty, a paper towels brand, as "the quicker picker upper" is an example of ________.
A) premier position
B) positioning against competition
C) umbrella positioning
D) key attribute positioning
E) un-owned perception positioning

Question 754

______ are specialized, non-geographically bound communities formed on the basis of attachment to a product or brand.
A) Opinion leaders
B) Branded marketers
Question 755

A _______ is characterized by the gearing up of manufacturing skills in order to expand production.
A) societal concept
B) selling concept
C) production concept
D) marketing concept
E) product concept

Question 756

30-minute commercials that appear to the average viewer as documentaries and therefore command more attentive viewing than obvious commercials would receive are known as ________.
A) buzz marketing
B) infomercials
C) urgent ad-formation
D) broadcast media
E) product placement

Question 757

A person's ethnic identification is the degree to which she identifies herself as a member of her ethnic group.
A) True
B) False

Question 758

In the Thematic Apperception Test, respondents are presented with words, one at a time, and asked to say the first word that comes to mind.
A) True
B) False

Question 759

Karen is buying a new laptop. She is looking for a light-weight computer. The laptop she purchases is a little heavier than she had originally hoped, but she was willing to accept the extra weight for a computer with a bigger, clearer screen. Karen made her purchase decision using a(n) ________.
A) effective decision rule
B) cognitive decision rule
C) affective decision rule
D) compensatory decision rule
E) noncompensatory decision rule

Question 760

_________ is the uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions.
A) Service quality
B) Reference price
C) Perceived risk
D) Brand image
E) Intrinsic cues

Question 761

Ryan runs a store that caters to athletes. He divides the athletic market into different subsets of shoe consumers, such as runners, basketball players, and golfers, which is known as ________.
A) social marketing
B) product positioning
Question 762
In the COOKING OIL MINI CASE, the sales data collected from scanners at checkout points constitutes ________.
A) internal secondary data
B) external primary data
C) mechanical primary data
D) internal primary data
E) external secondary data

Question 763
Describe the lexicographic rule and provide an example of how it might be used in the context of an automobile purchase.

Question 764
Which media type provides access to large, heterogeneous audiences, is expensive, and suffers from consumers’ time shifting?
A) television
B) newspapers
C) radio
D) magazines
E) interactive television

Question 765
In the COLA MINI CASE, Fizzy Cola plans to use a(n) ________ marketing strategy to reach customers in the Middle East.
A) individualized
B) global
C) uniform
D) international
E) homogeneous

Question 766
In the TISSUE MINI CASE, Paper Queen measured the effectiveness of its advertising via the ________.
A) publicity effect
B) persuasion effect
C) sales effect
D) primacy effect
E) sleeper effect

Question 767
Which of the following is a characteristic of a conformist?
A) They are guided by others’ behavior if they feel unsure how to behave in a situation.
B) They change their mannerisms and approaches if they feel someone they are interacting with disapproves of them.
C) They always pay close attention to others’ reactions to their behaviors.
D) They often pick up slang expressions from others and start using them.
E) All of the above are characteristics of conformists.

Question 768
A unique feature of a compensatory decision rule is that it allows a positive evaluation of a brand on one attribute to balance out a negative evaluation on some other attribute.
A) True
B) False
### Question 769

According to Freud’s theories, the ________ is a conceptualization of the basic biogenic needs for which the individual seeks immediate satisfaction without concern for the specific means of satisfaction.

A) id  
B) self-image  
C) ego  
D) superego  
E) super-id  

**Answer:** [Link](https://biology-forums.com/index.php?topic=651317)

### Question 770

When Damon filled out a survey for the sporting goods store he favors, it asked him to respond to items that asked for his agreement on items about his influence on his friends. These items were attempting to measure his opinion leadership using the ________ method.

A) heuristic  
B) key informant  
C) self-designating  
D) sociometric  
E) Klout  

**Answer:** [Link](https://biology-forums.com/index.php?topic=651776)

### Question 771

A recent study discovered that deceptive claims were found in about three-quarters of humorous ads and, in most cases, the humor was used to mask the deceptive claims.

A) True  
B) False  

**Answer:** [Link](https://biology-forums.com/index.php?topic=652756)

### Question 772

There is a strong positive relationship between health and economic status.

A) True  
B) False  

**Answer:** [Link](https://biology-forums.com/index.php?topic=651923)

### Question 773

Celebrity credibility includes the audience’s perception of both the celebrity’s expertise and attractiveness.

A) True  
B) False  

**Answer:** [Link](https://biology-forums.com/index.php?topic=651805)

### Question 774

_______ can be thought of as the gift exchange that takes place between a giver and a recipient.

A) Loyalty programs  
B) Long-term commitment purchase  
C) Gifting behavior  
D) Permission marketing  
E) Postpurchase evaluation  

**Answer:** [Link](https://biology-forums.com/index.php?topic=652602)

### Question 775

A negative goal is one from which behavior is directed away, and is often referred to as a(n) ________.

A) approach object  
B) declining object  
C) avoidance object  
D) interactive object  
E) autonomous object  

**Answer:** [Link](https://biology-forums.com/index.php?topic=651286)

### Question 776
The extent of consumer materialism is more or less the same from country to country.
A) True
B) False

**Question 777**

Impression-based targeting occurs when advertisers pre-negotiate prices for advertising space in media whose audiences largely match the profiles of the target audience.
A) True
B) False

**Question 778**

Aggression and rationalization are examples of _______ that people sometimes adopt to protect their egos from feelings of failure when they do not attain their goals.
A) secondary behaviors
B) subjective criteria
C) substitute goals
D) defense mechanisms
E) fulfillment mechanisms

**Question 779**

Design complexity hurts attention to the brand and attitude toward the ad, whereas feature complexity enhances paying attention to the ad, its comprehensibility and attitude toward the ad.
A) True
B) False

**Question 780**

Which global brand is universally recognized more than any other in the world because it makes people experience fun, freedom, and refreshment?
A) McDonald's
B) Disney
C) Coca Cola
D) Nike
E) Google

**Question 781**

The largest Asian American subsegment is the _______ nationality.
A) Indian
B) Japanese
C) Chinese
D) Korean
E) Vietnamese

**Question 782**

Which of the following is NOT one of the dimensions in measuring the credibility of a person or organization?
A) perseverance
B) expertise
C) trustworthiness
D) attractiveness
E) likability

**Question 783**

A(n) _______ is a person or medium providing consumption-related information and is hired and paid by an organization. A(n) _______ is a person whom the message receiver knows personally, such as a parent or friend who gives product information or advice, or an individual met and respected online.
A) informal source; symbolic source
B) symbolic source; formal source
C) informal source; formal source
D) formal source; symbolic source
E) formal source; informal source

**Question 784**

Structured activities for children, along with constantly being surrounded by mass media and online social networks, provide children with lots of time to explore their creativity.
A) True
B) False

**Question 785**

In the CLOTHING MINI CASE, the success of Outer Limits clothing abroad is most clearly attributable to ________.
A) global myth
B) cross-cultural analysis
C) quality signal
D) social responsibility
E) international prestige

**Question 786**

In cases of ________, consumers have already established the basic criteria for evaluating the product category and the various brands in the category, but have not fully established preferences concerning a select group of brands.
A) extensive problem solving
B) economic problem solving
C) limited problem solving
D) passive problem solving
E) routinized response behavior

**Question 787**

There are four possible global marketing strategies, one of which is a mixed strategy, which involves offering ________.
A) a standardized product and a customized message
B) a customized pricing scheme and a standardized message
C) a customized product and a customized message
D) a standardized product and a standardized message
E) a uniform product and a standardized pricing scheme

**Question 788**

The ________ balances the needs of society with the needs of individuals and marketing organizations.
A) societal marketing concept
B) sales concept
C) marketing concept
D) production concept
E) targeting concept

**Question 789**

When the translation of the Pepsi slogan, "Come alive with the Pepsi Generation" translated to mean "Pepsi will bring your ancestors back from the dead" in Taiwan, it was an example of a(n) ________.
A) collectivistic appeal
B) individualistic appeal
C) linguistic barrier
D) legal barrier
E) product adaptation
Question 790
Social class is commonly computed as a weighted index of age, income, and education.
A) True
B) False

Question 791
How has the growth of the middle class in developing countries impacted marketers?

Question 792
What does a Klout score measure?

Question 793
Lotteries, sweepstakes, door prizes, and contests that require certain consumer behaviors for eligibility are examples of variable ratio reward schedules.
A) True
B) False

Question 794
During testing for the movie Her, test audiences used dials (located in their armrests) to indicate their levels of interest or disinterest during the showing of the movie. This feedback is an example of ________.
A) physiological measures
B) attitudinal measures
C) net income tests
D) day-after recall tests
E) UPC codes

Question 795
The ________ asks consumers to make subjective judgments regarding their future behavior.
A) bipolar scale
B) Likert scale
C) rank-order scale
D) semantic differential scale
E) behavior intention scale

Question 796
Which of the following is a key research tool used in motivational research?
A) focus groups
B) mechanical observation
C) mystery shopping
D) test markets
E) mail surveys

Question 797
The ________ affects the persuasive impact of the message.
A) credibility of the feedback
B) credibility of the receiver
C) credibility of the noise
D) credibility of the level
E) credibility of the source
Question 798
Social-class membership serves consumers as a framework or reference for the development of their attitudes and behavior and provides a natural basis for market segmentation for many products and services.
A) True
B) False

Question 799
Ken and Kira recently married and do not currently have any children. They both work and are conscientiously saving their money so that they can go on a cruise next summer. Ken and Kira are best described as being at the ________ stage of the traditional family life cycle.
A) postparenthood
B) bachelordom
C) honeymooner
D) parenthood
E) dissolution

Question 800
There is strong evidence that subliminal advertising persuades people to buy goods or services.
A) True
B) False

Question 801
The group level of cultural norms reflects shared core values, customs, and personalities that represent the core of the "national character" of a particular country.
A) True
B) False

Question 802
Talk about the sleeper effect in advertising.

Question 803
How do some marketers make use of the concept of stimulus generalization?

Question 804
What are three of the issues that might deter researchers from conducting marketing research in foreign countries?

Question 805
________ is defined as the ratio between the customer's perceived benefits and the resources used to obtain those benefits.
A) Customer value
B) Consumer decision making
C) Customer satisfaction
D) Customer relationship management
E) Consumer marketing

Question 806
________ serve to stimulate learning, and ________ are the stimuli that direct them.
A) Cues; responses
B) Responses; reinforcements
C) Motives; reinforcements
D) Motives; cues
E) Cues; motives
Question 807

________ are groups that serve as frames of reference for individuals in their consumption decisions because they are perceived as credible sources.
A) Formal groups
B) Interpersonal groups
C) Reference groups
D) Informal groups
E) Custom groups

Question 808

What is acculturation and how does it affect marketers?

Question 809

The study that identified intra-country segments with respect to how a country's citizens view global brands characterized ________ as the individuals who evaluate global brands the same way they evaluate local brands.
A) Global Citizens
B) Global Dreamers
C) Antiglobals
D) Global Agnostics
E) Global Zealots

Question 810

In the COFFEE MINI CASE, Linda's attitude toward Sunrise changes as a result of ________.
A) advertising
B) word-of-mouth
C) cognitive dissonance
D) direct experience
E) a change in her environment

Question 811

In the ________ stage of the traditional family life cycle, single young individuals have established households apart from their parents.
A) honeymooner
B) bachelorhood
C) dissolution
D) parenthood
E) postparenthood

Question 812

When describing consumer innovativeness, the term "global innovativeness" refers to ________.
A) a high degree of rigidity that an individual displays toward the unfamiliar
B) a pattern of actions or responses that indicate early acceptance of change and adoption of innovations
C) a high level of demonstrated consumer ethnocentrism
D) a tendency for innovativeness to exist within a very specific domain or product category
E) a tendency for innovativeness to exist independent of any context

Question 813

In the MP3 MINI CASE, the online consumer reviews that Judy reads before selecting a new MP3 player are part of the ________ component of the consumer decision-making model.
A) process
B) trial
C) output
D) experience
E) input
Question 814

When Wendy’s advertising emphasizes that a combo meal can come with any of a number of sides, not just fries, the company is appealing to American consumers’ preference for _______.
A) individualism
B) efficiency
C) freedom
D) material comfort
E) progress

Question 815

In the SHAMPOO MINI CASE, Shimmer's new line of conditioners bearing the Shimmer brand is the ________.
A) cognitive associative learning
B) unconditioned stimulus
C) unconditioned response
D) conditioned response
E) conditioned stimulus

Question 816

______ consist of the very large number of mental or verbal statements that reflect a person's particular knowledge and assessment of something.
A) Cultures
B) Rituals
C) Values
D) Beliefs
E) Customs

Question 817

Compliant individuals are those who move against others; they desire to excel and win admiration.
A) True
B) False

Question 818

What factors determine how extensive a consumer's problem-solving task is?

Question 819

Teenagers appear to have quite similar interests, desires, and consumption behavior no matter where they live.
A) True
B) False

Question 820

Strivers are dedicated to technology, knowledge, and learning, and are the highest consumers of media.
A) True
B) False

Question 821

In ABC's Extreme Makeover: Home Edition, Sears' Kenmore appliances and Craftsman tools are the "stars" of the show. This is an example of ________.
A) buzz marketing
B) product placement
C) an infomercial
D) an advertorial
Question 822

An ________ group is one in which an individual is not likely to receive membership, despite acting like a member by adopting the group's values, attitudes, and behavior.
A) comparative
B) normative
C) membership
D) informal
E) symbolic


Question 823

An advertisement is ________ when it contains dense perceptual features and/or elaborate creative designs.
A) incomprehensible
B) overdesigned
C) positively framed
D) visually complex
E) psychologically noisy


Question 824

In the WATCH MINI CASE, Icon's focus on men of a given age in specific zip codes is an example of ________.
A) autonomic decision making
B) affluence targeting
C) single-variable indexing
D) socialization
E) geodemographic clustering


Question 825

When an ad for Benetton featured the hands of two men — one black and one white — handcuffed together to promote racial harmony, people perceived that a white man was arresting a black man. This is an example of ________.
A) effective product positioning
B) the halo effect
C) perceptual blocking
D) a consumer stereotype
E) the persistence of first impressions


Question 826

How does marketing influence cultural learning?


Question 827

Tanya and her marketing team at a fast food restaurant are breaking their company's target audience into groups that have shared needs that are different from the needs shared by other groups. They are engaged in ________.
A) promotion
B) market targeting
C) placement
D) positioning
E) market segmentation


Question 828

In which of the following situations is the child likely to have the most influence?
A) an older child from higher socio-economic class regarding the purchase of a child-related item
B) a younger child from a lower socio-economic class regarding the purchase of a child-related item
C) a younger child from a lower socio-economic class regarding the purchase of a non-child-related item
D) an older child from a higher socio-economic class regarding the purchase of a non-child-related item
E) an older child from a lower socio-economic class regarding the purchase of a child-related item

**Question 829**

Products, packages, brand names, advertisements, and commercials are examples of _______.
A) intensities
B) sensations
C) realities
D) stimuli
E) receptors

**Question 830**

Americans place an extraordinary amount of importance on being involved and keeping busy. This is a widely accepted core value that relates to _______.
A) efficiency and practicality
B) external conformity
C) achievement and success
D) time and activity
E) freedom

**Question 831**

Marketers should aim to develop a single message that would appeal simultaneously to its total audience.
A) True
B) False

**Question 832**

Which of the following is NOT one of the four kinds of information that is typically requested from social media users?
A) prominent permissions
B) user permissions
C) sensitive information requests
D) basic permissions
E) friends permissions

**Question 833**

In terms of consumer behavior, ________ is defined as the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society.
A) culture
B) subculture
C) society
D) conformity
E) individualism

**Question 834**

The ________ model includes three components: input, process, and output.
A) family branding
B) consumer decision-making
C) routinized response
D) consumer complexity
E) impulse purchase

**Question 835**

In the theory of trying to consume, the consumer’s attempts to consume may be a result of ________ or ________ impediments that prevent the desired action or outcome.
A) economic; environmental
B) personal; social
C) personal; environmental
D) social; environmental
E) physical; economic

Question 836
The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is known as ________.
A) rationalization
B) perception
C) understanding
D) realization
E) observation

Question 837
Marketing-oriented companies try to persuade consumers to buy what the firm has already produced, regardless of whether those goods satisfy consumers' needs.
A) True
B) False

Question 838
Mobile devices provide four types of value to users. ________ value describes the characteristic that mobile devices save time and money and make life easier and more efficient.
A) Monetary
B) Hedonic
C) Convenience
D) Emotional
E) Social

Question 839
According to the ________ measure of social class, the phenomenon of social class is one that reflects an individual's sense of belonging or identification with others.
A) consumption
B) reputational
C) objective
D) status
E) subjective

Question 840
A little over a quarter of people who use social media responded that they are more open to ads recommended by others.
A) True
B) False

Question 841
Consumers' attitudes toward a particular brand's advertising are independent of their beliefs about the brand and do not influence their attitudes toward the brand itself.
A) True
B) False

Question 842
________ is a weighted measure of occupation, source of income, house type, and quality of neighborhood to assess social class.
A) The Index of Status Characteristics
Question 843

Consumers are always aware of their decisions and can rationalize their consumption behaviors.
A) True
B) False

Question 844

In the SMITH MINI CASE, Nathan is most likely considered to be in the ________ stage of the traditional family life cycle.
A) postparenthood
B) bachelorhood
C) dissolution
D) parenthood
E) honeymooner

Question 845

A group to which a person either belongs or would qualify to belong to is called a(n) ________ group.
A) comparative
B) normative
C) membership
D) informal
E) symbolic

Question 846

A study of ________ suggests postpurchase dissonance results from unsuccessful prepurchase search.
A) search regret
B) cognitive challenges
C) discretionary search
D) out-of-stock situations
E) search frustration

Question 847

During historical periods when demand exceeded supply, businesses adopted the ________ concept.
A) societal
B) marketing
C) technology
D) product
E) production

Question 848

People usually see what they expect to see, and what they expect to see is usually based on familiarity, previous experience, or expectations.
A) True
B) False

Question 849

Two of the down sides of Twitter are: (1) it has become a popular mechanism of consumer complaints and (2) hacked Twitter accounts have embarrassed and damaged the reputations of numerous brands.
A) True
B) False
### Question 850
Subcultures adhere to few of the dominant cultural beliefs, values, and behavioral patterns of the larger society of which they are a subset.
A) True
B) False

### Question 851
In the FURNITURE MINI CASE, Andrews Mountain Furniture is most likely to appeal to consumers who are ________ and value tradition over novelty.
A) sensation seekers
B) novelty seekers
C) high in dogmatism
D) low in dogmatism
E) low in ethnocentricity

### Question 852
Research indicates that companies with low credibility and poor reputations should create ________ mobile ads.
A) humorous
B) serious
C) novel
D) entertaining
E) complex

### Question 853
What is consumer innovativeness, and how does it relate to personality and consumer behavior?

### Question 854
According to the Rokeach typology of cultural orientation, communications aimed at individuals who have a personal terminal value focus and competence instrumental values should emphasize ________.
A) conformity, caring for others, and social consciousness
B) concern for societal issues and intense conviction to advance such causes
C) one’s sense of accomplishment, self-respect, and striving for a comfortable life and independence
D) helping others and the role of one’s skills in doing so
E) moral inequity and its role in society

### Question 855
When Healthy Choice positions its products as more nutritional than Italian sub sandwiches and prepared salads, which type of positioning is it using?
A) positioning against competition
B) predictive positioning
C) umbrella positioning
D) un-owned position
E) premier position

### Question 856
What is licensing? What is the principle behind its success?

### Question 857
Intrapersonal gifting is a state of mind where the giver and the receiver are the same individual.
A) True
B) False
Question 858

Insights on what is suitable to wear for a specific occasion, and other dress codes, are something we learn through _______.
A) technical learning
B) culture
C) consumer behavior
D) values
E) travel

Question 859

Define and give one example of each of the following:

a. product line extension
b. product form extension

Question 860

As a base for market segmentation, _______ is/are commonly computed as a weighted index of education, occupation, and income.
A) family life cycle
B) sociocultural values
C) social class
D) psychographics
E) personality traits

Question 861

Perry & Swift — an investment management firm — used the 2001 P$YCLE Segmentation System, which is part of a database entitled _______.
A) Magazine Readers Index (MRI)
B) Nielsen NetRatings
C) PRIZM
D) Nielsen MyBestSegments
E) VALS

Question 862

People who are high in dogmatism are more likely to prefer innovative products to established or traditional alternatives.
A) True
B) False

Question 863

In the SOCIAL MEDIA MINI CASE, how could Kraft Foods measure each team's degree of influence on Twitter?
A) the frequency of updating tweets
B) the extent to which one's tweets are reference or cited
C) the Twitter's number of followers
D) the number of people following the followers
E) all of the above

Question 864

Central inducements have greater staying power over time than secondary inducements.
A) True
B) False

Question 865

Which of the following is an example of an informal communications source?
A) an airline
B) a person you start a conversation with about a cell phone at an airport
C) a hospital  
D) a salesperson  
E) a travel agent  

**Question 866**

What is the most striking characteristic of Asian Americans?  
A) low median household incomes  
B) high level of educational attainment  
C) common language  
D) homogeneity  
E) high concentrations in rural areas  

**Question 867**

In the TOASTER MINI CASE, if Ruth wants to complain to the self-regulatory organization that monitors these types of advertisements, she should address her complaint to  
A) the Federal Communication Commission  
B) the Children's Advertising Review Unit  
C) the Federal Trade Commission  
D) the Public Broadcasting System  
E) Commercial Alert  

**Question 868**

A ________ involves the introduction of a modified product rather than a totally new product, and has the least disruptive influence on established patterns.  
A) statically continuous innovation  
B) dynamically continuous innovation  
C) discontinuous innovation  
D) dynamically discontinuous innovation  
E) continuous innovation  

**Question 869**

In the CAR MINI CASE, Ford’s business approach exhibited a _______.  
A) product orientation  
B) marketing orientation  
C) societal marketing orientation  
D) production orientation  
E) selling orientation  

**Question 870**

________ are examples of subcultural categories based on age.  
A) Female and male  
B) Lower, middle, and upper  
C) Eastern, Southern, and Southwestern  
D) Greek, Italian, and Russian  
E) Teens, Generation Xers, and older Americans  

**Question 871**

In the COOKING OIL MINI CASE, the methodology used to collect sales data from checkout scanners is known as _______.  
A) focus group  
B) mechanical observation  
C) physiological observation  
D) metaphor analysis  
E) consumer profiling  
Question 872

Which of the following social class strata are typically conspicuous users of new wealth?
A) upper-upper class  
B) lower-upper class  
C) lower-middle class  
D) upper-lower class  
E) low-lower class  

Question 873

Consumers are more responsive when advertising content is adapted to their local needs.
A) True  
B) False  

Question 874

Examples of ________ include tests of different sales appeals of package designs, prices, or copy themes, and identify cause and effect.
A) internal secondary data  
B) causal research  
C) motivational research  
D) behavioral research  
E) trial and error  

Question 875

Kosher seals on food items are placed to cater to a(n) ________ subculture.
A) ethnic  
B) religious  
C) racial  
D) nationality  
E) geographic location  

Question 876

In the SOCIAL MEDIA MINI CASE, the use of Twitter is an example of ________.
A) social networks  
B) intranet wikis  
C) widgets, games and apps  
D) branded blogs and micro-blogs  
E) mobile phones  

Question 877

Which DSWI Household Classification group is most likely to consume healthy food items and avoid convenience foods?
A) low husband occupation households  
B) dual low occupation career couples, blue-collar husband  
C) dual low occupation career couples, white-collar husband  
D) very high occupation career couples  
E) nonworking wives  

Question 878

A ________ strategy involves standardization of both the product and the communications program.
A) local  
B) national  
C) restricted  
D) global  
E) mixed  
Question 879

In the CLEANER MINI CASE, Oopsy All Gone's assertion that it is the best cleaner available is an example of ________.
A) a verifiable fact
B) puffery
C) a scientific claim
D) deceptive advertising
E) stimulus generalization

Question 880

Which of the following is NOT a factor in cross-cultural analysis?
A) differences in consumption patterns
B) differences in the perceived benefits of products and services
C) differences in language and meaning
D) differences in market segmentation opportunities
E) All of the above are factors in cross-cultural analysis.

Question 881

________ refers to the purchase of a brand out of habit and convenience without any emotional attachment to the brand.
A) Conditioned loyalty
B) Inertia loyalty
C) Premium loyalty
D) Covetous loyalty
E) No loyalty

Question 882

The objective of understanding cross-cultural differences is to ________.
A) develop effective targeted marketing strategies to use in each foreign market of interest
B) fulfill their social responsibilities
C) fulfill a societal marketing aspect
D) be informed as good citizens
E) be considered a global company

Question 883

We can only truly understand our culture’s influence after visiting other countries and observing local values and behaviors.
A) True
B) False

Question 884

Diffusion of innovation is the macro process by which the acceptance of an innovation takes place among members of a social system over time.
A) True
B) False

Question 885

Classical conditioning and instrumental conditioning theory are examples of ________.
A) behavioral learning theories
B) perception theories
C) involvement theory
D) cognitive associative theory
E) cognitive learning theories

Question 886
Which of the four disciplines that helps shape our understanding of consumer behavior compares human societies' culture and development?
A) psychology  
B) sociology  
C) anthropology  
D) communication  
E) economics  

Question 887

________ is the measure of the amount of time from the start of the visit until the end of the last activity on the page.
A) Unique visitors  
B) Cost per unique visitor  
C) Return visits  
D) Time spent  
E) Page views  

Question 888

In the PRICE SURVEY MINI CASE, question #3 measures response on a ________.
A) bipolar preference scale  
B) rank-order scale  
C) semantic differential scale  
D) behavior intention scale  
E) Likert scale  

Question 889

In a(n) ________, the consumer ranks a product's attributes in terms of perceived relevance or importance, then compares the various alternatives in terms of the single attribute that is considered most important. When two or more alternatives are comparable for the most important attribute, the consumer rates those alternatives on the basis of the second most important attribute.
A) lexicographic decision rule  
B) affect referral decision rule  
C) disjunctive decision rule  
D) conjunctive decision rule  
E) cognitive decision rule  

Question 890

Physiological observation devices ________.
A) describe interactions between people  
B) tabulate sales and revenue  
C) evaluate customer satisfaction  
D) electronically monitor product inventory  
E) monitor respondents' patterns of information processing  

Question 891

Which of the following is most likely to be used to generate new ideas, like for positioning or repositioning a product?
A) quantitative research  
B) applied economics  
C) controlled statistics  
D) complaint analysis  
E) qualitative research  

Question 892

Two personality traits that are related to students' misuse of credit cards, compulsive buying, and mobile phone addictive tendencies were ________.
A) impulsiveness and dogmatism  
B) materialism and dogmatism  
C) impulsiveness and materialism  

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### Question 893

In cases of ________, consumers have experience with the product category and a well-established set of criteria with which to evaluate the brands they are considering.

- A) economic problem solving
- B) extensive problem solving
- C) limited problem solving
- D) passive problem solving
- E) routinized response behavior


### Question 894

When consumers encounter prices that are in line with their expectations and feel harmonious, they engage in dissonance reduction.

- A) True
- B) False


### Question 895

Consumers view promotions initiated by marketers as more credible than feedback from reference groups.

- A) True
- B) False


### Question 896

What are the activities which characterize fashion innovators?


### Question 897

_______ happens when teachers instruct children, in educational environments, about what should be done, how it should be done, and why it should be done, in social as well as personal settings.

- A) Media learning
- B) Formal learning
- C) Technical learning
- D) Televised learning
- E) Informal learning


### Question 898

Which of the following American core values serves as a social and moral justification for the acquisition of goods and services in a context such as "you worked for it," or "you deserve it"?

- A) external conformity
- B) progress
- C) individualism
- D) achievement and success
- E) materialism


### Question 899

Hardship in making buying decisions is more typical of older, less-educated consumers.

- A) True
- B) False


### Question 900

In the TEQUILA MINI CASE, the advertisement would most accurately be described as appealing to which of the following Freudian elements of the personality?
Consumer Behavior - 1782 Total Questions - Biology-Forums.com

**Question 901**
Why are mothers generally stronger consumer socialization agents than their husbands?

**Question 902**
Which of the following is true of the relationship between consumers' perceptions and their motives?
A) The stronger the consumer's need, the greater the tendency to ignore related stimuli in the environment.
B) In general, there is a heightened awareness of stimuli that are irrelevant to consumers' needs.
C) Consumers tend to pay equal attention to all advertising, regardless of their needs at any given time.
D) The stronger the consumer's need, the greater the tendency to pay attention to related stimuli in the environment.
E) In general, there is decreased awareness of stimuli that are relevant to consumers' needs.

**Question 903**
Ritualized behavior is typically rather formal, often scripted behavior, and is likely to occur repeatedly over time.
A) True
B) False

**Question 904**
During the economic downturn, companies like Chase and Bank of America used advertising appeals to help restore confidence in banks and make people feel good during the down economic times. These were examples of ________.
A) timeliness appeals
B) sexual appeals
C) wordplay
D) fear appeals
E) humor appeals

**Question 905**
Most marketers prefer to target consumer segments that are relatively stable in terms of demographic and psychological factors and that have needs that are likely to grow larger over time.
A) True
B) False

**Question 906**
In the CLEANER MINI CASE, the magazine ad is an example of ________.
A) buzz marketing
B) viral marketing
C) an advertorial
D) urgent ad-formation
E) product placement

**Question 907**
Which capability is identified as the outstanding capability of mobile advertising?
A) improved use of referrals
B) improved use of cookies
C) use of geographic locations to deliver contextually relevant offers
D) ad creativity
E) screen size
Question 908

________ is a concept related to perception. People actively seek out messages that they find pleasant and actively avoid painful or threatening ones.

A) Perceptual defense
B) Selective attention
C) Perceptual blocking
D) Perceptual organization
E) Selective exposure


Question 909

Recent research has found that largely cognitive processing, via the ________, has an emotional core.

A) central route
B) tricomponent route
C) functional route
D) primary route
E) peripheral route


Question 910

In the Japan-VALS framework, primary motivations include ________.

A) ideals, achievement, self-expression
B) tradition, self-confidence, leadership skills
C) energy, self-confidence, self-expression
D) tradition, achievement, self-expression
E) ideals, self-confidence, intelligence


Question 911

In the MP3 MINI CASE, Judy narrows her options from 3 to 2 player models based on a(n) ________.

A) conjunctive decision rule
B) disjunctive decision rule
C) affect referral decision rule
D) lexicographic decision rule
E) compensatory decision rule


Question 912

________ involves the transfer of values, product loyalties, or brand preferences from one generation to another.

A) Consumer socialization
B) Shared shopping experience
C) Family member socialization
D) Intergenerational transfer
E) Peer socialization


Question 913

As a result of the increasing criticism directed at product placements as a form of masked advertising, companies are forecast to steadily decrease expenditures on branded entertainment.

A) True
B) False


Question 914

The affective component of the tricomponent attitude model represents the consumer's emotions and feelings regarding the attitude object.

A) True
B) False

Question 915
In order to be persuasive, the receivers _______.
A) must like violent images  
B) must like humor appeals  
C) must decode the messages the way the senders intended  
D) must like sexual appeals  
E) all of the above

Question 916
A study that investigated the interrelationship between consumers' attitudes toward local and global products identified all of the following relevant dimensions for measuring attitudes EXCEPT _______.
A) food  
B) entertainment  
C) furnishings  
D) lifestyles  
E) acculturation

Question 917
In the SOCIAL MEDIA MINI CASE, when consumers shared the messages about the Wienermobile Run with their friends, it was an example of _______.
A) covert social media  
B) owned social media  
C) paid social media  
D) exclusive social media  
E) earned social media

Question 918
Jill gets good grades because her parents will punish her if she doesn't receive at least a 3.5 GPA. Julia gets good grades because she likes the sense of accomplishment she feels when she gets a straight-A report card. Jill's goal is referred to as a(n) ________, whereas Julia's goal is referred to as a(n) ________.
A) approach object; avoidance object  
B) positive object; negative object  
C) physical object; psychological object  
D) avoidance object; approach object  
E) avoidance object; defensive object

Question 919
Which of the following survey methods runs the greatest risk of interviewer bias?
A) email surveys  
B) online surveys  
C) postage surveys  
D) mail surveys  
E) personal interview surveys

Question 920
In the CAR MINI CASE, Ford's business strategy focused on _______.
A) targeting the market  
B) segmenting the market  
C) developing a value proposition  
D) positioning its product  
E) minimizing production costs

Question 921
Which of the following is consistent with the societal marketing concept?
A) Marketers do not use professional athletes in liquor or tobacco advertisements because they may serve as role models for young people.
B) Marketers avoid featuring unreasonably slim females in their advertising campaigns because of the potential of such images to increase eating disorders.
C) Fast food restaurants develop offerings with less fat and more nutrients.
D) Food marketers advertise foods to young people in a way that does not encourage overeating.
E) All of the above are consistent with the societal marketing concept.

Question 922
A symbolic group is a reference group to which an individual is unlikely to belong, but whose values and behaviors that person adopts.
A) True
B) False

Question 923
In the marketplace, price, styling, packaging, advertising, and store displays all serve as ________ to help consumers fulfill their needs in product-specific ways.
A) reinforcement
B) motivation
C) feedback
D) cues
E) response

Question 924
To overcome a narrow and culturally myopic view, marketers must go through a(n) ________ process.
A) novoculturation
B) enculturation
C) proculturation
D) acculturation
E) adculturation

Question 925
Consumers' characteristics can be classed as either consumer-intrinsic or consumption-specific. In this context, consumer-intrinsic features stem from the consumer's physical, social, and psychological characteristics. Examples of consumer-intrinsic features include ________.
A) attitudes regarding shopping, awareness of product alternatives, and benefits wanted
B) usage rate, level of involvement, and psychographics
C) demographics, gender, and benefits sought
D) personality traits, cultural values, and income
E) education, consumption-specific attitudes, and social class

Question 926
_______ results in the selection of a specific stimulus from among similar stimuli.
A) Stimulus generalization
B) Stimulus differentiation
C) Stimulus recognition
D) Stimulus discrimination
E) Stimulus selection

Question 927
Marketers measure their communications'_______, or whether the messages of a given campaign have generated the sales level defined in the campaign's objectives.
A) indirect effects
B) sales effects
C) persuasion effects
D) direct effects
Question 928
Teenagers appear to want the same types of products, regardless of which nation they call home, if the products are trendy, entertaining, and image oriented.
A) True
B) False

Question 929
A(n) ________ marketing strategy stresses the diversity among consumers in different nations.
A) comprehensive
B) global
C) diverse
D) local
E) international

Question 930
Frank tries to get buy-in from his father on the purchase of a new tablet by asking his father to help him research the different types of tablets and getting him involved in the shopping process. This is an example of which of the following tactics used by children to influence their parents?
A) exchange tactic
B) consultation tactic
C) inspirational appeal
D) rational persuasion
E) coalition tactic

Question 931
Socialization begins in early childhood and culminates in early adulthood.
A) True
B) False

Question 932
In relation to consumer behavior, young female Hispanic consumers ________ than non-Hispanic females.
A) traditionally shop at large grocery chains more
B) are more price- rather than fashion-conscious when it comes to clothing
C) prefer new, undiscovered brands more
D) have a higher need for uniqueness
E) prefer frozen to fresh or prepared food items more

Question 933
In the AIRLINE MINI CASE, by tracking flight searches and developing services to better meet customers’ unfulfilled needs, Transatlantic adheres to the ________.
A) social marketing concept
B) marketing concept
C) product concept
D) production concept
E) selling concept

Question 934
The concept of freedom in a consumer behavior sense relates to which of the following?
A) freedom of press
B) freedom of choice
C) freedom of worship
D) freedom of speech

### Question 935

Online companies create a _______: consumers gain information that turns them into sophisticated customers, opportunities to customize products easily, and entertainment content; marketers gain information about consumers that allows them to be more efficient and precise when marketing their products.

A) one-sided transaction  
B) value exchange  
C) divestment opportunity  
D) value vacuum  
E) click-to-buy culture

**Answer:** https://biology-forums.com/index.php?topic=651065

### Question 936

Use hemispheric lateralization in an explanation of how print advertisements are processed differently from television advertisements.

**Answer:** https://biology-forums.com/index.php?topic=652184

### Question 937

Qualitative and quantitative research are _______.

A) used independently  
B) always used simultaneously  
C) complementary  
D) interdependent  
E) mutually exclusive

**Answer:** https://biology-forums.com/index.php?topic=652799

### Question 938

When a researcher selects the most accessible population members from whom to obtain the information, this is considered a _______.

A) cluster sample  
B) judgment sample  
C) simple random sample  
D) quota sample  
E) convenience sample

**Answer:** https://biology-forums.com/index.php?topic=652828

### Question 939

A cause-related message elicits more favorable consumer attitudes than a similar ad without a cause-related message.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=652760

### Question 940

The process by which one person informally influences the actions or attitudes of others is known as _______.

A) targeting  
B) referencing  
C) blogging  
D) positioning  
E) opinion leadership

**Answer:** https://biology-forums.com/index.php?topic=651769

### Question 941

______ include the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from varied sources.

A) Emotions  
B) Affectations  
C) Cognitions  
D) Objectives  
E) Conations

**Answer:** https://biology-forums.com/index.php?topic=651395
Question 942
Within cultural values, being forgiving, helpful, and polite are examples of ________.
A) personal aspects of terminal values
B) interpersonal aspects of terminal values
C) competence aspects of instrumental values
D) moral aspects of instrumental values
E) moral aspects of terminal values

Question 943
In the United States, nearly ________ percent of women over 16 are in the labor force.
A) 30
B) 50
C) 60
D) 72
E) 81

Question 944
According to Maslow’s hierarchy-of-needs theory, the need for ________ refers to an individual's desire to fulfill his or her potential.
A) self-actualization
B) social acceptance
C) safety and security
D) physiological well-being
E) egoistic fulfillment

Question 945
Traditionally, ________ is defined as two or more people related by blood, marriage, or adoption who reside together.
A) celebrity
B) household
C) a work group
D) family
E) friendship

Question 946
Which of the following is NOT one of the five underlying dimensions of a brand’s personality?
A) competence
B) excitement
C) sincerity
D) cosmopolitanism
E) ruggedness

Question 947
In product placement scenarios, marketers place an advertised product into a TV show or film by having it used by the cast, integrated into the plot, or associated with a character. In product placements, the product is considered the ________ and the show is the ________.
A) entertainment; brand
B) figure; ground
C) ground; figure
D) perceptual block; perceptual organization
E) ground; perceptual organization

Question 948
In the FAST FOOD MINI CASE, Speedy Taco’s practice of selling Speedy Tacos, Speedy Burritos, and Speedy Mexican Pizzas, all under the same Speedy brand name, is known as ________.
A) family branding
Jonas knows the tagline from the local oil change vendor, which is frequently advertised on the radio station he listens to. However, Jonas does not have a car and is not interested in oil changes. His awareness of the tagline was most likely due to ________.
A) punishment  
B) cognitive learning  
C) intentional learning  
D) negative reinforcement  
E) incidental learning  

The preference of lower classes for goods with an external point of identification constitutes a cultural difference on the ________ level.
A) supranational  
B) national  
C) group  
D) reference  
E) individual  

In the GIFT MINI CASE, when Winston gives Vanessa a gift for her birthday, this is known as ________.
A) intragroup gifting  
B) interpersonal gifting  
C) intercategory gifting  
D) intergroup gifting  
E) intrapersonal gifting  

Savings accounts, insurance policies, and education are all means by which individuals satisfy the need for ________.
A) safety and security  
B) self-esteem  
C) self-actualization  
D) self-fulfillment  
E) social acceptance  

Gordon's values are strongly reflected in Americans' core values.
A) True  
B) False  

Tripp runs a product development division at a software company. His division was focused on producing a word processing software that performs better and has more features than any competitive product, so they added every feature that was technically feasible. However, they found that consumers were satisfied with fewer features and unwilling to pay more for the advanced software. Tripp and his team suffered from ________.
A) over-segmentation  
B) marketing myopia  
C) target marketing  
D) marketing vision  
E) technology devotion  
<table>
<thead>
<tr>
<th>Question 955</th>
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</table>
| In the PEN MINI CASE, the manipulated treatment is ________.
A) the product price  
B) the advertising theme  
C) the product packaging  
D) the product features  
E) the store environment  
|

<table>
<thead>
<tr>
<th>Question 956</th>
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</table>
| Equality is more important to Creatives than it is to all teens, in general.
A) True  
B) False  
|

<table>
<thead>
<tr>
<th>Question 957</th>
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</table>
| The learning of one's own culture is known as ________.
A) acculturation  
B) exculturation  
C) proculturation  
D) inculcation  
E) enculturation  
|

<table>
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<th>Question 958</th>
</tr>
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</table>
| The key factor underlying the persuasive impact of a personal or interpersonal message received from either a formal or informal source is ________.
A) the number of times the message is sent  
B) the source's credibility  
C) the type of broadcast medium used  
D) the extent to which the receiver's peers understand the message  
E) the number of times the message is received  
|

<table>
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<th>Question 959</th>
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</table>
| In the WEDDING MINI CASE, Susan learned what music is appropriate for a wedding ceremony through ________.
A) formal learning  
B) enculturation  
C) informal learning  
D) acculturation  
E) technical learning  
|

<table>
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<th>Question 960</th>
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</table>
| Increases in the divorce rate and the number of out-of-wedlock births, and the decline in the number of extended families has resulted in an increase in the percentage of families that progress through the traditional family life cycle.
A) True  
B) False  
|

<table>
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<th>Question 961</th>
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| ________ is the stage of real memory in which information is processed and held for just a brief period.
A) Recall  
B) Rehearsal  
C) Sensory store  
D) Short-term store  
E) Long-term store  
|
Question 962

Consumers use ________ to attempt to express new versions of themselves and/or to take on the appearances of other types of people.
A) status  
B) self-altering products  
C) anthropomorphization  
D) vanity  
E) brand personification  

Question 963

Consumers belonging to the VALS segment called Believers is motivated by desire for achievement and have moderate resources, so they are trendy and seek approval from others.
A) True  
B) False  

Question 964

In the RYAN'S RUNNERS MINI CASE, Ryan decides to focus his attention on that segment of the market that is interested in running. This selection of a specific market segment is known as ________.
A) product positioning  
B) social marketing  
C) market segmentation  
D) market targeting  
E) product placement  

Question 965

In the SHAMPOO MINI CASE, consumer use of Shimmer conditioner because they believe it will embody the same attributes associated with Shimmer shampoo is the ________.
A) conditioned response  
B) conditioned stimulus  
C) unconditioned response  
D) cognitive associative learning  
E) unconditioned stimulus  

Question 966

_______ are procedures used by consumers to reduce the burden of making complex decisions by providing guidelines or routines that make the process less taxing.
A) Inert sets  
B) Inept sets  
C) Decision rules  
D) Independent sets  
E) Evoked sets  

Question 967

Within cultural values, being ambitious, intellectual, and responsible are examples of ________.
A) personal aspects of terminal values  
B) interpersonal aspects of terminal values  
C) competence aspects of instrumental values  
D) moral aspects of instrumental values  
E) moral aspects of terminal values  

Question 968

_______ responsibilities have been expanding because attaining good jobs as adults has become harder and parents feel that children must be ahead of other children from a young age.
A) Consumer socialization
B) Intergenerational brand transfer  
C) Shared shopping experience  
D) Parental socialization  
E) Peer socialization  

Question 969  
When Kohler introduced the Elevance Rising Wall Bath, they were targeting an age subculture.  
A) True  
B) False  

Question 970  
Which of the following advertising messages would be considered puffery?  
A) Fizzy Cola is produced locally, using local ingredients and local bottlers.  
B) Fizzy Cola will donate 5% of the proceeds of the sale of its "Pink Ribbon" cola to support breast cancer research.  
C) Fizzy Cola has 50% less sugar than the leading competitor's diet colas.  
D) Fizzy Cola, an American icon since 1956.  
E) Fizzy Cola, the most refreshing you can get in a can.  

Question 971  
The focus of the ________ was to sell more of what the manufacturing department was able to produce.  
A) marketing concept  
B) market orientation  
C) production concept  
D) selling concept  
E) product concept  

Question 972  
________ during a visit include entering contests, responding to polls' questions, redeeming coupons, playing games, posting comments, sending messages, inviting friends and downloading or uploading materials and applications.  
A) Unique visitors  
B) Actions taken  
C) Conversation-related measures  
D) Visitors' demographics  
E) Interaction rate  

Question 973  
When celebrity/pro golfer Phil Mickelson appears in a commercial to talk about his experience with a prescription medication for arthritis, he is serving as a __________.  
A) celebrity testimonial  
B) celebrity spokesperson  
C) celebrity endorsement  
D) celebrity official  
E) celebrity actor  

Question 974  
Phone or iPod users can use special software that enables them to browse through products offered by Amazon.com and other large retailers, take pictures of products they see in stores or outside and transmit them to Amazon.com so Amazon can give them recommendations, and purchase the products from Amazon.com.  
A) True  
B) False  

Question 975  
For products of very broad appeal, such as aspirin or toothpaste, African Americans can probably be most effectively reached through mass media.
Question 976

Christmas is the major gift-purchasing season of the year. This corresponds with which type of subculture?
A) nationality
B) racial
C) ethnic
D) religious
E) age

Question 977

________ consist of channels where consumers pass along messages about brand to one another.
A) Earned social media
B) Paid social media
C) Covert social media
D) Owned social media
E) Exclusive social media

Question 978

What are the advantages of interpersonal communications relative to impersonal communications?

Question 979

Yellow Tail wines changed its taglines from "Open for everything" and "Tails, you win" to "The go to" as part of its ________.
A) premier position
B) umbrella positioning
C) positioning against competition
D) repositioning
E) key attribute positioning

Question 980

Norman dislikes the health insurance plan provided by his employer, but is unwilling to switch to a different health insurer because obtaining private health insurance would be significantly more expensive than the employer-subsidized plan in which he is currently enrolled. With regard to health insurance, Norman is best described as a(n) ________.
A) mercenary
B) loyalist
C) apostle
D) hostage
E) terrorist

Question 981

A husband and wife and one or more children, together with at least one grandparent living within the household, constitutes a(n) ________.
A) empty nest
B) married couple
C) extended family
D) single-parent family
E) nuclear family

Question 982

A ________ strategy involves customizing either the product or the communications program.
A) local
B) restricted
C) national
D) global  
E) mixed  

**Question 983**

Axiom databases track all of the following EXCEPT _______.  
A) fingerprints  
B) weight  
C) household health worries  
D) education  
E) vacation dreams  

**Question 984**

According to ________, children can easily form associations between stimuli and outcomes.  
A) Maslow's Hierarchy of Needs  
B) stimulus-response theory  
C) Pavlov's experiments  
D) Freudian theory  
E) attribution theory  

**Question 985**

_______ is the measure of average number of times a user returns to the site in a specific period.  
A) Unique visitors  
B) Cost per unique visitor  
C) Return visits  
D) Time spent  
E) Page views  

**Question 986**

When L'Oreal appeals to self-esteem with the tagline, "Because you're worth it," they are appealing to physiological needs.  
A) True  
B) False  

**Question 987**

In the COLLEGE MINI CASE, Cornell is part of Evelyn's ________.  
A) affective set  
B) cognitive set  
C) inert set  
D) inept set  
E) evoked set  

**Question 988**

Helen enjoys Jack's Links beef jerky. By contrast, she is indifferent to Oberto beef jerky, and dislikes Pemmican beef jerky. Oberto beef jerky is part of Helen's ________.  
A) inert set  
B) inept set  
C) emotional set  
D) independent set  
E) evoked set  

**Question 989**

Projective techniques are designed to ________.  
A) identify the best distribution chain for a particular product  
B) identify consumer impressions of product price
C) encourage discussion within a group about a particular product
D) illuminate the unconscious underlying motives of the consumer
E) encourage consumers to buy a product


**Question 990**

Acculturation is a dual learning process. What is the first step?
A) Marketers much teach the members of the society to adopt a new product.
B) Marketers must develop a strategy that encourages members of society to modify their traditions.
C) Marketers must learn everything that is relevant to the product and product category in the society they plan to market.
D) Marketers must devise promotional strategies that will change attitudes.
E) Marketers must teach the members of the society to break with their traditions.


**Question 991**

The likelihood of a consumer accepting or rejecting foreign-made products is known as ________.
A) consumer materialism
B) consumer ethnocentrism
C) consumer understanding
D) consumer perception
E) consumer innovativeness


**Question 992**

How is the Japan-VALS framework used? How does the Japan-VALS framework segment consumers?


**Question 993**

If samples are collected randomly from a population of interest, the results of quantitative research can be generalized to larger populations.
A) True
B) False


**Question 994**

When a product is ________, memory of the ________-related attributes increases.
A) auditory; non-auditory
B) quiet; scent
C) non-scented; scent
D) scented; non-scent
E) non-auditory; auditory


**Question 995**

Mobile devices provide four types of value to users. ________ value describes the characteristic that the value consumers receive for the money exceeds the value consumers receive from using non-mobile devices.
A) Monetary
B) Hedonic
C) Convenience
D) Emotional
E) Social


**Question 996**

At some point, an individual can become satiated with numerous exposures to the same message, and both attention and retention will decline. This effect is known as ________.
A) stimulus differentiation
B) the three-hit theory
C) stimulus generalization
D) advertising wearout
E) rehearsal
Question 997

________ is communicating human features of the product in advertising.
A) Extended self
B) Brand personification
C) Sophistication
D) Brand zealotry
E) Color


Question 998

Barry buys a necklace as a gift for his girlfriend. This is an example of ________.
A) interpersonal gifting
B) intercategory gifting
C) intergroup gifting
D) intrapersonal gifting
E) intragroup gifting


Question 999

Define the term "subculture." How do subcultures relate to the common culture of the larger society of which subcultures are a part?


Question 1000

In the TOASTER MINI CASE, which of the following CARU guidelines does the Kool-Stuf manufacturer violate?
A) Product presentations must not encourage children to pressure their parents to buy the products advertised.
B) Product claims must not exaggerate the benefits of the product.
C) Product presentations must not exploit the child's imagination or create unrealistic expectations.
D) Ads must not deliberately attempt to confuse children and make them believe that the advertisement is actually the television show they are watching.
E) Ads must not compel children to feel that ownership of a given product will make them more accepted by peers.


Question 1001

One outcome of the fact that consumers find environmental labels difficult to understand is ________.
A) easier identification of green products
B) greater engagement in green product markets
C) greater understanding of how to reduce global warming
D) wider appeal for green products
E) increased price sensitivity regarding green products


Question 1002

Lifestyles, also known as ________, consist of activities, interests, and opinions.
A) demographics
B) personality traits
C) psychographics
D) benefit segmentation
E) geodemographics


Question 1003

Conjunctive, disjunctive, and lexicographic rules are examples of ________.
A) noncompensatory decision rules
B) cognitive decision rules
C) effective decision rules
D) affective decision rules
E) compensatory decision rules

Question 1004
Define Weber's law in the context of the differential threshold and cite an example of Weber's law in practice.

Question 1005
Greater familiarity with the product category increases cognitive ability and learning during a new purchase decision, particularly with regard to technical information.
A) True
B) False

Question 1006
Chaz is tired of lugging around a digital camera on location site visits as he tries to identify potential retail properties, so he decides to buy a new cell phone with a high quality digital camera. The desire for the new camera was prompted by ________.
A) evaluation of alternatives
B) prepurchase search
C) marketing mix
D) psychological field
E) need recognition

Question 1007
In the OIL CHANGE MINI CASE, Mr. Greasy's advertising relies on which of the following elements of instrumental conditioning?
A) product form extension
B) product category extension
C) positive reinforcement
D) product line extension
E) negative reinforcement

Question 1008
A clear perceived fit between a message's sponsor and the entity being sponsored can strongly enhance the sponsor's credibility.
A) True
B) False

Question 1009
_______ focuses on a brand's exclusivity to give the consumer a reason to buy the product.
A) Un-owned perception positioning
B) Umbrella positioning
C) Positioning against competition
D) Premier position
E) Key attribute positioning

Question 1010
Learning occurs only when responses are overt.
A) True
B) False

Question 1011
According to Freud's theories, the ________ is responsible for ensuring that the individual satisfies needs in a socially acceptable fashion.
A) ego
B) super-id
C) self-image
D) superego
E) id
Question 1012

Once or twice a year, when Estee Lauder runs a particularly good promotion, Candace buys some new make-up. She typically only spends the minimum required to qualify for the promotion. On the customer profitability pyramid, Candace is most likely to fall into the ______ tier.

A) silver  
B) gold  
C) iron  
D) platinum  
E) lead


Question 1013

In the CLEANER MINI CASE, the magazine ad that is made to look like an exposé on the cleaning product industry is an example of ______.

A) green marketing  
B) cause-related marketing  
C) advocating a socially beneficial cause  
D) covert marketing  
E) urgent ad-formation


Question 1014

_______ is responsible for stopping false or misleading ads.

A) The Department of Health and Human Services  
B) The Federal Communications Commission  
C) Commercial Alert  
D) The Federal Trade Commission  
E) The Children’s Advertising Review Unit


Question 1015

_______ measures the gaps between customers’ expectations of services and their perceptions of the actual service delivered.

A) The Service Index  
B) Brand image  
C) The SERVQUAL scale  
D) Reference price  
E) The Tangibility Index


Question 1016

What is the longest adult life stage for most consumers?

A) post-adulthood  
B) pre-adulthood  
C) early adulthood  
D) middle adulthood  
E) later adulthood


Question 1017

A ______ is the exploratory phase of purchase behavior in which consumers attempt to evaluate a product through direct use.

A) loyalty purchase  
B) repeat purchase  
C) long-term commitment purchase  
D) gift purchase  
E) trial purchase


Question 1018

A(n) ______ offers expertise regarding a particular product category, reduces uncertainty related to making an incorrect purchase, or increases consumer confidence because it provides a collective decision.
A) advocacy group  
B) friendship group  
C) shopping group  
D) aspirational group  
E) virtual community  

**Question 1019**

Differentiate between terminal values and instrumental values. In your response, identify the subsets within each type of value.  

**Question 1020**

The income, social class, age, and sex of target customers may differ dramatically between two different countries. This is an example of which of the following basic research issues in cross-cultural analysis?  
A) differences in language and meaning  
B) differences in marketing segmentation opportunities  
C) differences in consumption patterns  
D) differences in perceived benefits of products and services  
E) differences in economic and social conditions and family structure  

**Question 1021**

A ________ involves a celebrity who attests to the product's quality based on his/her own personal usage of the product.  
A) celebrity endorsement  
B) celebrity testimonial  
C) celebrity official  
D) celebrity actor  
E) celebrity spokesperson  

**Question 1022**

In the MP3 MINI CASE, Judy selects Player A over Player B based on a(n) _________.  
A) conjunctive decision rule  
B) lexicographic decision rule  
C) disjunctive decision rule  
D) compensatory decision rule  
E) affect referral decision rule  

**Question 1023**

Which of the following statements is true about spokespeople?  
A) The endorser's credibility substitutes for corporate credibility, therefore, companies are sure to hire highly credible spokespeople to overcome the lacking credibility of the company itself.  
B) When message comprehension is low, the expertise of the spokesperson has little impact on the receiver's attitude.  
C) Consumers with strong ethnic identities are more likely to be persuaded by endorsers with similar ethnicity than individuals with weaker ethnic identities.  
D) A physically attractive model always enhances message credibility.  
E) As long as a celebrity is giving the testimonial, it doesn't matter whether or not the specific wording of the endorsement lies within the recognized competence of the spokesperson.  

**Question 1024**

A study is ________ if it collects the appropriate data needed to answer the research objective.  
A) reliable  
B) objective  
C) valid  
D) subjective  
E) legitimate  
Question 1025
Hispanics tend to be members of smaller families, and are more likely to live in an extended family household.
A) True
B) False

Question 1026
_______ implies a hierarchy in which individuals in the same class generally have the same degree of status, whereas members of other classes have either higher or lower status.
A) Religion
B) Usage rate
C) Social class
D) Family life cycle
E) Subculture

Question 1027
When Fage Yogurt emphasizes its yogurt's thickness, which two positioning strategies was it using?
A) premier position and umbrella positioning
B) key attribute and un-owned position
C) un-owned position and umbrella positioning
D) key attribute and umbrella positioning
E) key attribute and premier position

Question 1028
When Joe wanted to get a new outboard motor for his sailboat, he consulted a forum for British Seagull motors and connected with Jim. Jim gave him information about the outboard motor he was considering. Jim, the individual Joe met and respected online who gave him product information and advice, is an example of a(n) _______.
A) symbolic source
B) comparative source
C) formal source
D) normative source
E) informal source

Question 1029
The theory of differential decay suggests that one will dissociated the message from its source over time, remembering only the message content but not its source.
A) True
B) False

Question 1030
The relative influence of a husband and wife on a particular consumer decision depends in part on the product or service category.
A) True
B) False

Question 1031
Low-risk perceivers have been described as narrow categorizers because they limit their choices to a few safe alternatives.
A) True
B) False

Question 1032
The two psychological constructs that impact consumers' responses to ads that depict nudity include _______ and sensation seeking.
A) innovativeness
B) sexual self schema
C) need for humor
D) need for drama
E) need for cognition

Question 1033

A study of more than 250 ads appearing in eight issues of Seventeen magazine, four Japanese issues, and four American issues, found that teenage girls are portrayed differently. The researcher concluded that these "differences correspond to each country's central concepts of self and society." This study is an example of ________.
A) participant observation
B) field observation
C) consumer fieldwork
D) value measurement
E) content analysis

Question 1034

Irrelevant sexuality in advertising leads viewers to remember the sexual aspects of the ad, not the product or brand advertised.
A) True
B) False

Question 1035

In the PEN MINI CASE, the research study design is an example of ________.
A) mystery shopping
B) mechanical observation
C) physiological observation
D) metaphor analysis
E) test marketing

Question 1036

The availability of professional consumer researchers can vary considerably from country to country. This is an example of which of the following basic research issues in cross-cultural analysis?
A) differences in language and meaning
B) differences in marketing research possibilities
C) differences in consumption patterns
D) differences in perceived benefits of products and services
E) differences in economic and social conditions and family structure

Question 1037

When Listerine, who makes mouthwash in the form of a liquid, introduced Listerine PocketPacks, a solid form of the product, it was an example of a ________.
A) product differentiation strategy
B) product form extension
C) product line extension
D) product generalization strategy
E) product category extension

Question 1038

______ include the number of unique visitors participating, the number of links related to the conversation that participants reach during the conversation, the duration between the first and last posts during the conversation, and the average time between posts.
A) Visitors' demographics
B) Actions taken
C) Unique visitors
D) Conversation-related measures
E) Interaction rates
Question 1039

________ are three basic designs used in quantitative research.
A) Metaphor analysis, survey, and observation
B) Survey, interviews, and experimentation
C) Interviews, focus groups, and metaphor analysis
D) Observation, experimentation, and survey
E) Focus groups, observation, and survey

Answer: A) Metaphor analysis, survey, and observation

Question 1040

Promotions placed on social media employ ________, which are digital tracking devices that enable senders to monitor the receivers' responses precisely and immediately.
A) electronic bread crumbs
B) demographic tags
C) QR codes
D) electronic cookies
E) UPC codes

Answer: D) electronic cookies

Question 1041

Culture determines whether a product is a necessity or a discretionary luxury.
A) True
B) False

Answer: A) True

Question 1042

Differentiate between non-traditional families and non-family households. What are the implications of the difference between these two groups for marketers?


Question 1043

________ involve both the beliefs that the consumer attributes to relevant others, such as friends and parents, and the consumer's motivation to comply with the beliefs held by those relevant others.
A) Subjective norms
B) External attributions
C) Niche markets
D) Foot-in-the-door techniques
E) Direct experiences

Answer: A) Subjective norms

Question 1044

Positioning Avis using the claim that "We're No. 2. We Try Harder." was an example of ________.
A) premier position
B) positioning against competition
C) umbrella positioning
D) key attribute positioning
E) un-owned perception positioning

Answer: B) positioning against competition

Question 1045

All households are families.
A) True
B) False

Answer: B) False

Question 1046

Rate of usage is strongly related to two cognitive dimensions: product involvement and ________.
Question 1047

An extension of the theory-of-reasoned-action model is the ________, which adds the construct of perceived behavioral control, which is a consumer's perception of whether the behavior is or is not within his or her control.
A) attitude-toward-the-ad model
B) trying-to-consume model
C) theory of planned behavior
D) attitude-toward-behavior model
E) attitude-toward-object model

Question 1048

Most children report having parental rules regarding media viewing.
A) True
B) False

Question 1049

In one type of perceptual defense, individuals sometimes unconsciously distort information that is not consistent with their needs, values, and beliefs.
A) True
B) False

Question 1050

In the TOASTER MINI CASE, Ruth's son believed that he could put an Oreo cookie in the toaster and it would pop out as a Kool-Stuf pastry because, according to _______, children easily form associations between stimuli and outcomes.
A) Maslow's Hierarchy of Needs
B) economic consumption theory
C) equity theory
D) the stimulus-response theory
E) the theory of reasoned action

Question 1051

Results to a consumer's search query that appear even though an advertiser is not paying Google for them are called ________ search results.
A) fundamental
B) nuclear
C) sponsored
D) organic
E) subsidized

Question 1052

The consumer's experience with a product plays a major role in the ________ stage of the model of consumer decision making.
A) decision
B) output
C) process
D) trial
E) input

Question 1053

The minimal difference that can be detected between two similar stimuli is called the absolute threshold.
A) True
Question 1054

or the reputation of the retailer who sells the product, has a major influence on message credibility.
A) Retail aura
B) Advertiser aura
C) Vendor credibility
D) Advertiser credibility
E) Vendor aura

Question 1055

The essence of marketing is
A) fulfilling the needs of target consumer markets more effectively than competitors
B) crafting messages to consumers that get them to buy products that do not meet their needs
C) endeavoring to satisfy the needs and wants of the target market in ways that preserve and enhance the well-being of consumers and society as a whole
D) consumers behaving completely rationally and maximizing their value when considering a purchase
E) filling the marketplace with products that can be produced and sold cheaply

Question 1056

Your interpretation of visual and sensory input about polo shirts may be different from your classmate's because perception is
A) based on personality traits
B) objective
C) noise
D) subjective
E) irrelevant

Question 1057

Advertisements for high-style clothing and cosmetics usually promise that their products will enhance the consumer's exclusive or distinctive character and set him or her apart from others. This is an appeal to which American core value?
A) individualism
B) humanitarianism
C) achievement and success
D) materialism
E) freedom

Question 1058

Provide an example of how a marketer might modify their product and/or its positioning to better meet the needs of targeted consumers and suit the subculture's values and tastes.

Question 1059

Hispanic Americans are the most diverse ethnic group in the United States today.
A) True
B) False

Question 1060

Tom wants a candy bar and is trying to decide between a Crunch, a Snickers, or a Milky Way. These three candy bars are in Tom's
A) inert set
B) inept set
C) emotional set
D) independent set
E) evoked set
Question 1061

There are four major segments in each country with respect to how its citizens view global brands. These include: global citizens, global dreamers, antiglobals, and global agnostics.

A) True
B) False


Question 1062

Which global brand increases the power of its brand through innovation and used ambush marketing at the Olympics in London?

A) Nike
B) Coca Cola
C) Google
D) McDonald's
E) Disney


Question 1063

Generation Z is the most diverse American generation ever.

A) True
B) False


Question 1064

Children perceive ________ to be a close and reliable source of information, whereas adolescents and teenagers are likely to look to ________ for models of acceptable consumption behavior.

A) their friends; media
B) media; their families
C) media; their friends
D) their friends; their families
E) their families; their friends


Question 1065

A serious deterrent to widespread implementation of the societal marketing concept is ________.

A) the prevailing practices of very specific consumer segmentation and targeting
B) the long-term focus of most business executives, who are primarily focused on the long-term viability of the business
C) the prevalence of digital media and continuing shift of marketing dollars from old media to digital
D) aggressive action taken by consumer advocacy groups
E) the short-term orientation embraced by most business executives in pursuing increased market share and quick profits


Question 1066

Professional observers who pose as customers in order to evaluate the quality of a company’s service are known as ________.

A) verification officers
B) undercover agents
C) mystery shoppers
D) drive-by shoppers
E) acting researchers


Question 1067

A marketer uses a ________ when it claims product superiority for its brand over one or more explicitly named or implicitly identified competitors.

A) comparative appeal
B) fear appeal
C) humor appeal
D) negative frame
E) timeliness appeal

Question 1068
When forming first impressions, the perceiver typically knows which stimuli are relevant, important, or predictive of later behavior.
A) True
B) False

Question 1069
Low-risk perceivers have been described as broad categorizers and tend to ________.
A) exclude some perfectly good alternatives in order to minimize the chance of a poor selection
B) be very brand loyal
C) make their choices from a wide range of alternatives
D) avoid new products about which they know little
E) limit their choices to a few safe options

Question 1070
According to Karen Horney, ________ individuals desire independence, self-reliance, and self-sufficiency.
A) aggressive
B) compliant
C) detached
D) obtrusive
E) subversive

Question 1071
According to the BBDO "GenWorld Global Teen Study," the "coolest" teens are ________.
A) Activists
B) Creatives
C) Agnostics
D) Wired Elitists
E) Traditionalists

Question 1072
The appropriate message framing decision depends on consumer's attitudes and characteristics as well as the product itself.
A) True
B) False

Question 1073
Consumer research using Karen Horney's CAD theory found that ________ personalities were less likely to be brand loyal and more likely to try different brands.
A) submissive
B) subversive
C) aggressive
D) compliant
E) detached

Question 1074
A ________ is the selection of an option from two or more alternative choices.
A) mood
B) consumer model
C) Hobson's choice
D) decision
E) gift
Question 1075

Listening to the radio on the way home from work, Paul is particularly aware of an ad for McDonald's because he is getting hungry. This is an example of _______.
A) selective attention
B) selective exposure
C) perceptual defense
D) perceptual blocking
E) perceptual organization

Question 1076

Identify and discuss some of the defining characteristics of opinion leaders.

Question 1077

Before the recent report that indicates U.S. companies have spent more on mobile advertising than any other country, which country was the leader in mobile advertising?
A) China
B) Japan
C) Germany
D) India
E) Switzerland

Question 1078

Cause-related advertising is less effective among more involved consumers.
A) True
B) False

Question 1079

Why is it of importance to marketers to segment the market according to religious subcultures?

Question 1080

Which of the following is NOT a characteristic of field observation?
A) It takes place within a natural environment.
B) It focuses on observation of behavior.
C) It is generally performed without the subjects' awareness of being watched.
D) It most frequently focuses on in-home product usage and consumption.
E) All of these are characteristics of field observation.

Question 1081

Cultural values express the collective principles, standards, and priorities of a community.
A) True
B) False

Question 1082

A(n) _______ marketing strategy stresses the similarities among consumers worldwide and sells the same product using the same positioning approach and communications globally.
A) international
B) global
C) localized
D) comprehensive
E) diverse
Question 1083
When a marketer stresses the benefits to be lost by not using the product, s/he is using ________.
A) negative message framing  
B) positive message framing  
C) a two-sided appeal  
D) visual complexity  
E) psychologically noise  

Question 1084
During the ________ stage of the adoption process, the consumer undertakes a "mental trial" of the innovation.
A) awareness  
B) interest  
C) trial  
D) evaluation  
E) adoption  

Question 1085
In which product category would the role of the opinion leader during the decision-making process likely be most important to the marketer?
A) television sets  
B) automobiles  
C) laundry detergent  
D) computers  
E) doctors  

Question 1086
Which of the following global consumer market segments is unselfish in their concern for others, society, and the future?
A) altruists  
B) strivers  
C) devouts  
D) intimates  
E) creatives  

Question 1087
Frequently, ideas stemming from ________ are tested empirically with a larger sample through ________.
A) qualitative research; complaint analysis studies  
B) quantitative research; complaint analysis studies  
C) quantitative research; qualitative studies  
D) primary research; secondary data studies  
E) qualitative research; quantitative studies  

Question 1088
What is the split-brain theory?

Question 1089
In the GIFT MINI CASE, Vanessa's high expectations of Winston are likely to prolong the ________ stage of the decision-making process.
A) relationship marketing  
B) need recognition  
C) prepurchase search  
D) postpurchase evaluation  
E) permission marketing  
### Question 1090
Conformists often pick up slang expressions from others and start using them.
A) True  
B) False  

### Question 1091
Content analysis can identify the intentions, focus, or communication trends of an individual, group, or institution.
A) True  
B) False  

### Question 1092
When an ad for Everlast fitness equipment encourages bike riders to train harder and states Everlast's power packs enable them to recover faster from strenuous training, it is focused on the individual rider’s quest for _______.
A) humanitarianism  
B) practicality  
C) freedom of choice  
D) materialism  
E) achievement  

### Question 1093
People sometimes resolve frustration by inventing plausible reasons for being unable to attain their goals or deciding that the goal is not really worth pursuing. This is known as _______.
A) projection  
B) regression  
C) withdrawal  
D) aggression  
E) rationalization  

### Question 1094
Which of the following is NOT one of the advantages of impression-based targeting?
A) less waste coverage  
B) the ability to eliminate ad skipping and time shifting  
C) the ability to reach diverse mass audiences who are not part of the target audience  
D) the ability to gain immediate feedback  
E) the ability for consumers to interact with advertisements  

### Question 1095
Western culture consumers are believed to differ from Eastern culture consumers in their responses to brand extensions because Eastern culture has a(n) _______ way of thinking and Western culture has a(n) _______ way of thinking.
A) individualized; uniform  
B) positive; negative  
C) holistic; analytic  
D) analytic; holistic  
E) uniform; individualized  

### Question 1096
Big Jim's Furniture Store frequently advertises on the local radio station. The type of media Big Jim's is using is broadly categorized as _______.
A) traditional media  
B) symbolic media  
C) informal media  
D) comparative media  
E) social media  
Question 1097

The most sophisticated geodemographic segmentation is Nielsen's PRIZM®, which combines sociodemographic and demographic factors with consumer buying and media exposure data to locate consumers with similar lifestyles and buying behaviors.

A) True
B) False

Question 1098

______ includes means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

A) Traditional media
B) Application media
C) Mass media
D) Retargeting
E) Social media

Question 1099

In the HEADACHE MINI CASE, by pointing out that Fast Relief is not very effective at relieving muscle pain, the company is engaging in ________.

A) positive message framing
B) comparative advertising
C) corrective advertising
D) two-sided advertising
E) deceptive advertising

Question 1100

How do Americans compromise between their core values of individualism and conformity?

Question 1101

Peter wants to segment the target audience for his frozen yogurt shop based on benefits sought. Unlike demographic variables, the benefits sought variable is difficult to measure, so it is not as ________.

A) stable in terms of consumption patterns
B) inaccessible
C) expensive to pursue
D) profitable
E) identifiable

Question 1102

Identify and briefly describe the two interrelated forms of customer engagement with marketers. Provide an example that shows why a company needs to consider both types of engagement.

Question 1103

Differentiate between normative influence and comparative influence. In your response, please select an example of each type of influence.

Question 1104

______ reference groups influence broadly defined values or behavior.

A) Symbolic
B) Normative
C) Comparative
D) Informal
E) Membership
Question 1105

________ can simply be described as "How we see the world around us."
A) Understanding  
B) Attitude  
C) Knowledge  
D) Perception  
E) Motivation

Question 1106

A ________ is a subset of the ________.
A) population; universe  
B) universe; sample  
C) universe; population  
D) population; sample  
E) sample; population

Question 1107

Identify and briefly describe the four types of value mobile devices provide to users.

Question 1108

_______ are messages that companies transmit through their marketing departments, advertising or public relations agencies and spokespersons.
A) Noise communications  
B) Receiver communications  
C) Impersonal communications  
D) Interpersonal communications  
E) Informal communications

Question 1109

According to social comparison theory, individuals normally compare their own material possessions with those owned by others in order to determine their relative social standing.
A) True  
B) False

Question 1110

Identify three of the key findings in research investigating the relationship between the effectiveness of an advertising message and the spokesperson or endorser employed.

Question 1111

Attitudes toward online shopping are a function of all of the following EXCEPT ________.
A) purchase convenience  
B) homepage design  
C) information abundance  
D) promotions  
E) service quality

Question 1112

Low-involvement purchases are not very important, hold little relevance, have little perceived risk, and provoke limited information processing.
A) True  
B) False
Question 1113
In a ________, 8 to 10 participants are encouraged to discuss their reactions to product and service concepts, or new advertising or marketing communications campaigns.
A) depth interview
B) metaphor analysis
C) survey
D) focus group
E) controlled experiment

Question 1114
Which of the following determinants of customer satisfaction with online websites and merchants while shopping online is characterized by the customer's willingness to count on the merchant to successfully complete the purchase transaction and feeling the merchant is reliable and honest?
A) trust
B) engagement
C) network
D) interactivity
E) adaptation

Question 1115
Identify and briefly describe three of the basic principles of perceptual organization that relate to consumer behavior.

Question 1116
Marketers segment some populations on the basis of cultural heritage and ________ because members of the same culture tend to share the same values, beliefs, and customs.
A) personality traits
B) demographics
C) social class
D) sociocultural values
E) ethnicity

Question 1117
Which of the following is most likely to be used to gather descriptive and numerical information?
A) complaint analysis
B) controlled statistics
C) quantitative research
D) qualitative research
E) motivational research

Question 1118
The ________ look, consisting of practical, comfortable, and timeless (vs. trendy) clothing, is often identified with the upper social class and emulated by lower classes.
A) downscale
B) preppy
C) WASP
D) strata
E) symbolic

Question 1119
According to Freud, the superego acts to restrain or inhibit the impulsive forces of the id.
A) True
B) False
Question 1120

In the FURNITURE MINI CASE, by encouraging consumers to remain loyal to the brands to which their parents were loyal, Andrews Mountain is appealing to consumers with low ________.
A) dogmatism
B) need for uniqueness
C) need for cognition
D) ethnocentricity
E) inner-directedness

Question 1121

The personal cultural orientation that questions whether a person’s social status reflects his or her place in the society and whether it is important for everyone to know their rightful place in society is ________.
A) Risk Aversion
B) Interdependence
C) Power
D) Social Inequality
E) Masculinity

Question 1122

According to the societal marketing concept, ________.
A) marketers should advertise food to young people in ways that encourage overeating
B) toy manufacturers should manufacture their products out of the cheapest materials possible, regardless of where those materials come from or what potential contaminants they may contain
C) marketers should use professional athletes in liquor and tobacco advertisements
D) fast-food restaurants should develop healthier foods that contain less fat and starch
E) marketers should teach young drivers to get the most out of their cars by driving them as fast as possible

Question 1123

In the JUICE MINI CASE, Fruit Fusions is taking advantage of ________ in extending its brand name association to its new juice line as a means of increasing consumer acceptance of the new product.
A) umbrella positioning
B) product repositioning
C) contrast
D) the halo effect
E) consumer stereotypes

Question 1124

________ is the process by which a company intentionally changes the distinct image and identity that its product or brand occupies in consumers’ minds.
A) Premier position
B) Umbrella positioning
C) Positioning against competition
D) Repositioning
E) Key attribute positioning

Question 1125

In the WEIGHT LOSS MINI CASE, after several weeks of exercising, Peter is still not seeing the desired results and decides that he is just too busy to go to the gym enough, and that his employer is really to blame for his failure to lose weight. Which of the following defense mechanisms has Peter demonstrated?
A) withdrawal
B) projection
C) aggression
D) repression
E) rationalization
Question 1126

In the TISSUE MINI CASE, the way Paper Queen measured the effectiveness of its advertising is considered ________.  
A) interpersonal feedback  
B) direct feedback  
C) generalized feedback  
D) inferred feedback  
E) sensitive feedback

Question 1127

Price and channels of distribution are significant ________ of the marketer and the marketer's product.  
A) cultures  
B) symbols  
C) verbal communications  
D) rituals  
E) enculturations

Question 1128

Which of the following is true of JND?  
A) Making drastic changes to a company's logo to an extent well beyond consumers' JND allows companies to update their image without losing their ready recognition.  
B) Making product improvements that far exceed consumers' JND is likely to maximize company revenues.  
C) Decreasing prices below consumers' JND is likely to cause a significant rise in sales.  
D) Increasing prices below consumers' JND is likely to go unnoticed by consumers.  
E) There is no JND for decreased product volume sold in existing packaging.

Question 1129

When marketers plan to sell their products in foreign or multinational markets, they must go through a process of ________ in order to ensure that their products and marketing messages are suitable for the foreign culture.  
A) acculturation  
B) exculturation  
C) proculturation  
D) inculcation  
E) enculturation

Question 1130

In identifying the core values of a society, three criteria must be met. Identify and explain these three criteria.  

Question 1131

Marketeters increasingly use techniques that blur the distinction between figure and ground, which makes it easier for consumers to clearly distinguish advertising from entertainment content.  
A) True  
B) False

Question 1132

In a(n) ________, the consumer establishes a separate, minimally acceptable level as a cutoff point for each brand attribute he or she is considering.  
A) lexicographic decision rule  
B) affect referral decision rule  
C) disjunctive decision rule  
D) conjunctive decision rule  
E) cognitive decision rule
Question 1133
People who are compliant have a tendency to conform, have a high need for affiliation, are other-directed and less likely to look for guidance from reference groups.
A) True
B) False

Question 1134
Joanne and Juan have three children: Emma, Ava, and Joseph. They are an example of a(n) ________.
A) empty nest
B) married couple
C) extended family
D) single-parent family
E) nuclear family

Question 1135
_______ begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product.
A) Prepurchase search
B) Psychological field
C) Need recognition
D) Evaluation of alternatives
E) Marketing mix

Question 1136
The Nike Swoosh is an example of a(n) ________.
A) verbal symbol
B) nonverbal symbol
C) technical learning output
D) acculturation output
E) enculturation output

Question 1137
_______ is consumers' selectivity in paying attention to advertising messages.
A) Psychological noise
B) Symbolic exposure
C) Informal exposure
D) Selective exposure
E) Perceptual noise

Question 1138
Which of the following does NOT provoke attention?
A) contrasting images
B) adaptation
C) contrasting sounds
D) unrealistic images
E) shocking images

Question 1139
Which of the following is NOT a type of data available on Google Analytics?
A) tracking visitors' geographic location
B) tracking whether visitors register on the site
C) tracking what visitors do after they arrive at the site
D) tracking which search engines and ads referred visitors to the site
E) tracking whether visitors viewed a competitor's ad
Question 1140

When measuring the demographics of a site’s visitors, marketers are likely to be concerned with ________.
A) determining how to improve the sell rate and reduce the cost per impression
B) examining which demographic profiles have the most engagement
C) evaluating whether content is a good match with users and whether it converts many into buyers
D) examining how the target audience navigates around the site
E) all of the above

Question 1141

Mobile devices provide four types of value to users. ________ value describes the characteristic that mobile devices help consumers feel accepted by others and may impress others.
A) Monetary
B) Hedonic
C) Convenience
D) Emotional
E) Social

Question 1142

For each individual, reality is a totally personal phenomenon, based on that person’s needs, wants, values, and personal experiences.
A) True
B) False

Question 1143

To help marketers understand the impact of advertising on consumer attitudes, they use a certain model to help measure attitudes. Talk about this model.

Question 1144

What is the difference between subjective and objective measures of social class? Explain how each is used.

Question 1145

Which media type offers two-way communications between subscribers and providers of cable or satellite TV; enables marketers to send addressable ads and deploy interactivity between the sender and receiver; and enables marketers to measure the persuasive impact of their messages quickly and effectively?
A) radio
B) magazines
C) network television
D) interactive television (iTV)
E) newspapers

Question 1146

When advertising to teens, Matt’s Mobile Services focuses its messaging on how its expansive network enables subscribers to stay connected with friends at all times, so subscribers are always accessible and “in the loop” on the latest social news. This is an example of ________.
A) communicating the benefits the product provides
B) societal marketing
C) broadcasting
D) a unique social proposition
E) product placement

Question 1147

A ________ consists of more than one demographic variable and combines several socioeconomic factors to determine social-class standing.
Question 1148
Learning acquired by accident or without much effort is known as ______ learning.
A) instrumental
B) incidental
C) inexplicable
D) intentional
E) intrinsic

Question 1149
The three dimensions underlying consumers' engagement in ______ are tie strength, similarity among group members, and source credibility.
A) e-wom
B) publicity
C) opinion leadership
D) impersonal communication
E) brand credibility

Question 1150
Jeb works for a company that collects data from users' browsers, Google, Yahoo, and Facebook and builds models that marketers use to design the ads consumers see, which are delivered based on demographics and past advertising exposures. His company is a(n) ________.
A) Consumer Agent
B) Data Mash-up
C) Broadcast Media Company
D) Interactive Spy
E) Data Aggregator

Question 1151
A high fit between a sponsored cause and the sponsoring company's positioning strategy can improve the company's image.
A) True
B) False

Question 1152
A researcher is interested in examining how consumers select a washing machine, so he goes to the mall and gives people paper and pencil surveys about their preferences. He is a participant-observer.
A) True
B) False

Question 1153
The tuna marketers' task in the "tunathewonderfish.com" website and related campaign was to ________.
A) turn a knowledge object into a utilitarian object
B) turn an avoidance object into an approach object
C) turn an approach object into an avoidance object
D) turn a utilitarian object into an avoidance object
E) turn a utilitarian object into a knowledge object

Question 1154
The ________ level of cultural norms reflects the underlying dimensions of culture that impact multiple societies.
A) reference group
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<table>
<thead>
<tr>
<th>Question 1155</th>
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<tbody>
<tr>
<td>The product imitator hopes that the consumer will ________, whereas the market leader wants the consumer to ________ among similar stimuli.</td>
</tr>
<tr>
<td>A) discriminate; select</td>
</tr>
<tr>
<td>B) discriminate; differentiate</td>
</tr>
<tr>
<td>C) generalize; discriminate</td>
</tr>
<tr>
<td>D) select; generalize</td>
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<tr>
<td>E) discriminate; generalize</td>
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<tr>
<th>Question 1156</th>
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<tbody>
<tr>
<td>When consumers are presented with information overload, they may encounter difficulty in encoding and storing it all.</td>
</tr>
<tr>
<td>A) True</td>
</tr>
<tr>
<td>B) False</td>
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<tr>
<th>Question 1157</th>
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<tbody>
<tr>
<td>Physical vanity is excessive concern or inflated view of one's personal achievements.</td>
</tr>
<tr>
<td>A) True</td>
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<tr>
<td>B) False</td>
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<tr>
<th>Question 1158</th>
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<tbody>
<tr>
<td>_______ constitute the largest Hispanic subcultural group.</td>
</tr>
<tr>
<td>A) Puerto Ricans</td>
</tr>
<tr>
<td>B) Dominicans</td>
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<tr>
<td>C) Mexicans</td>
</tr>
<tr>
<td>D) Cubans</td>
</tr>
<tr>
<td>E) Nicaraguans</td>
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<tr>
<th>Question 1159</th>
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<tbody>
<tr>
<td>Verve shampoo has come out with a new hair-care product that is a shampoo and conditioner in one, so consumers can wash and condition their hair in one easy step. This product appeals to Americans' value of ________.</td>
</tr>
<tr>
<td>A) progress</td>
</tr>
<tr>
<td>B) efficiency</td>
</tr>
<tr>
<td>C) achievement</td>
</tr>
<tr>
<td>D) freedom of choice</td>
</tr>
<tr>
<td>E) success</td>
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<tr>
<th>Question 1160</th>
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<tbody>
<tr>
<td>_______ express(es) the collective principles, standards, and priorities of a community.</td>
</tr>
<tr>
<td>A) Social class</td>
</tr>
<tr>
<td>B) Conformity</td>
</tr>
<tr>
<td>C) Consumer behavior</td>
</tr>
<tr>
<td>D) Cultural values</td>
</tr>
<tr>
<td>E) Subculture</td>
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</tbody>
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<tr>
<th>Question 1161</th>
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<tbody>
<tr>
<td>_______ consist of messages sent by marketers and delivered to consumers via channels that the marketers control.</td>
</tr>
<tr>
<td>A) Earned social media</td>
</tr>
<tr>
<td>B) Owned social media</td>
</tr>
<tr>
<td>C) Covert social media</td>
</tr>
</tbody>
</table>
Question 1162

________ is defined as the process by which children acquire the skills, knowledge, attitudes, and experiences necessary to function as consumers.

A) Peer socialization
B) Intergenerational brand transfer
C) Consumer socialization
D) Shared shopping experience
E) Parental socialization


Question 1163

Identify the four tiers of the customer pyramid and explain how a financial institution might change its offerings based on the characteristics of each tier. In your response, be sure to tie the suggested offerings to the characteristics of each tier.


Question 1164

According to the attitude-toward-the-ad model, the consumer forms various feelings and judgments as a result of exposure to an ad. If the consumer likes the ad, ________.

A) he is more likely to attribute satisfaction with the product internally
B) he is more likely to buy the product
C) he is less likely to buy the product
D) his like or dislike has no relevance to his likelihood of purchasing the product
E) he is less likely to encounter environmental impediments to consumption


Question 1165

In the CLOTHING MINI CASE, Outer Limits’ marketing strategy would be best described as ________.

A) individualistic
B) global
C) homogenous
D) hybrid
E) local


Question 1166

When characterizing “consumer style,” or how a consumer approaches the purchase and consumption experience, German consumers were more ________ and less ________ than their counterparts from the United States, the United Kingdom and France.

A) likely to seek variety; brand-loyal
B) likely to seek variety; likely to seek information
C) price sensitive; brand-loyal
D) brand-loyal; price sensitive
E) brand-loyal; likely to seek variety


Question 1167

The societal marketing concept advocates a ________.

A) 12-month outlook
B) short-term perspective
C) medium-term perspective
D) 6-month outlook
E) long-term perspective


Question 1168

Friends, neighbors, coworkers, and salespeople are considered ________ prepurchase information sources.

A) independent
Question 1169

When a child learns about social and consumer behavior by observing his/her parents and/or older siblings, it is an example of ________.
A) passive learning
B) observational learning
C) distributed learning
D) massed learning
E) positioning

Question 1170

According to recent projections, the middle class will increase in size by 1.8 billion people, of which about one third will be in ________.
A) Western Europe
B) Russia
C) China
D) the United States
E) India

Question 1171

The primary objective of providing value to customers continuously and more effectively than the competition is ________.
A) to avoid government regulation of the industry
B) to create and to retain highly satisfied customers
C) to monopolize the market
D) to help recruit a dedicated workforce
E) to produce a compelling advertising message

Question 1172

The American value of individualism stimulates acceptance of customized or unique products that enable a person to “express his or her own personality.”
A) True
B) False

Question 1173

In the name of the core value of ________. Americans appear to be more receptive to product claims that stress “new,” “improved,” “longer lasting,” “quicker,” and increased strength.
A) individualism
B) material comfort
C) achievement and success
D) activity
E) progress

Question 1174

Research reveals that for older consumers ________ appears to be more important in determining consumer behavior than ________.
A) cognitive age; generational age
B) generational age; chronological age
C) cognitive age; chronological age
D) chronological age; cognitive age
E) generational age; cognitive age

Question 1175
### Question 1176

The largest age subculture is the _______ subculture.

A) Generation X  
B) Generation Y  
C) Twixters  
D) Senior  
E) Baby Boomer

**Answer:** https://biology-forums.com/index.php?topic=652363

### Question 1177

In the TISSUE MINI CASE, Paper Queen’s advertising campaign delivery is best described as _______ communication.

A) informal, interpersonal  
B) interactive, interpersonal  
C) formal, impersonal  
D) informal, impersonal  
E) formal, interpersonal

**Answer:** https://biology-forums.com/index.php?topic=651565

### Question 1178

In the SMITH MINI CASE, which of the following is most likely to describe Nathan?

A) Nathan uses his credit card as a convenient substitute for cash.  
B) Nathan is likely to attend the theater and concerts.  
C) Nathan perceives himself to be empowered in the sense that he can achieve whatever he sets his mind to.  
D) Nathan prefers to spend his leisure time on cerebral activities, like reading or visiting museums.  
E) Nathan saves money primarily in the interest of safety and security.

**Answer:** https://biology-forums.com/index.php?topic=651903

### Question 1179

_______ is the process through which individuals learn behavior by observing the behavior of others and the consequences of such behavior.

A) Passive learning  
B) Distributed learning  
C) Massed learning  
D) Positioning  
E) Observational learning

**Answer:** https://biology-forums.com/index.php?topic=652112

### Question 1180

The Elaboration Likelihood Model proposes that consumers’ attitudes are changed by two distinctly different routes to persuasion: _______ routes and _______ routes.

A) central; peripheral  
B) central; logical  
C) main; secondary  
D) rational; emotional  
E) direct; indirect

**Answer:** https://biology-forums.com/index.php?topic=651429

### Question 1181

When Qantas offers First Class, Business Class, Premium Economy, and Economy, with different features and amenities for each segment, they are engaged in positioning.

A) True  
B) False

**Answer:** https://biology-forums.com/index.php?topic=651241
Question 1182
John is conducting research on American attitudes toward European car brands, particularly Volkswagen, Volvo, Mercedes, and BMW. The car brands he is researching are ________.
A) objects
B) attributions
C) attitudes
D) experiences
E) cognitions

Question 1183
How do marketers take advantage of the JND?

Question 1184
Josie is culturally and socially isolated. She views herself as a caretaker and homemaker. She loves her children, but feels emotionally distanced from them. She deliberates regarding purchases. When characterizing mothers' socialization-related attitudes, Josie would be categorized as a ________.
A) Struggler
B) Nurturer
C) Protector
D) Balancer
E) Stoic

Question 1185
Roper Starch Worldwide conducted a major multinational study and found out that most of the world can be segmented into six major segments. Talk about two of those segments.

Question 1186
Which of the following is a characteristic of effective social media campaigns?
A) Social media campaigns should be completely independent of advertising in social media.
B) Bosses who Tweet personally strengthen the connections between their brands and customers.
C) Social media campaigns should be handled as if they only reach one audience.
D) Data mining in social media does not have any benefits.
E) Employees should be allowed to Tweet freely, without any guidelines, on behalf of the company.

Question 1187
P & G is worried about the financial hardship of America's upper class, which amounts to 40% of the country's households.
A) True
B) False

Question 1188
How do the lower classes and upper classes differ in terms of saving, spending and credit?

Question 1189
The ________ is designed to account for cases in which the action or outcome is desired but not certain, and reflects the consumer's attempts to consume, whether or not they are successful.
A) attitude-toward-the-ad model
B) theory-of-reasoned-action model
C) trying-to-consume model
D) attitude-toward-object model
E) attitude-toward-behavior model
Question 1190
In the WEDDING MINI CASE, the wedding is considered a ________.
A) value  
B) culture  
C) ritual  
D) custom  
E) belief

Question 1191
How do the American values of achievement and success influence consumption? Give an example.

Question 1192
The comfort-seeking segment of Millennials that does not buy green products and cares mostly about their businesses and their families is known as ________.
A) Hip-ennials  
B) Millennial Moms  
C) Anti-Millenials  
D) Gadget Gurus  
E) Old-School Millennials

Question 1193
If you usually listen to the 6 o’clock news while waiting for dinner to be served, you would tend to associate the news with dinner, and eventually the sound of the 6 o’clock news alone might cause your mouth to water even if dinner was not being prepared. This is known as ________.
A) conditional learning  
B) instrumental conditioning  
C) classical conditioning  
D) perceptual learning  
E) behavioral learning

Question 1194
Personality traits and cultural values are consumer-intrinsic cognitive factors.
A) True  
B) False

Question 1195
The category of shopping motivations where consumers do not have an urgent-product need in mind, but go shopping for the personal enjoyment of shopping is known as ________.
A) demand-specific shopping  
B) fill-in shopping  
C) recreational shopping  
D) self-image shopping  
E) activity-specific shopping

Question 1196
The three primary ethnic subcultures in America, in order from most populous to least populous, are ________.
A) African Americans, Asian Americans, and Latinos or Hispanics  
B) Asian Americans, Latinos or Hispanics, and African Americans  
C) Asian Americans, African Americans, and Latinos or Hispanics  
D) Latinos or Hispanics, African Americans, and Asian Americans  
E) African Americans, Latinos or Hispanics, and Asian Americans
**Question 1197**

During the ________ stage of the traditional family life cycle, married couples tend to be most comfortable financially.

A) honeymooner  
B) bachelorhood  
C) dissolution  
D) postparenthood  
E) parenthood  

Answer: [link](https://biology-forums.com/index.php?topic=651867)

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**Question 1198**

According to Weber's law, a consumer will notice a 25 cent rise in the price of a 50 cent product more than a 25 cent rise in the price of a $10 product.

A) True  
B) False  

Answer: [link](https://biology-forums.com/index.php?topic=652034)

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**Question 1199**

Nationality is inconsequential as a subcultural reference that guides what people value and what they buy.

A) True  
B) False  

Answer: [link](https://biology-forums.com/index.php?topic=652387)

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**Question 1200**

In the subjective measurement approach to social classification, most respondents have a tendency to classify themselves in the ________ class.

A) middle  
B) lower  
C) working  
D) upper  
E) highest  

Answer: [link](https://biology-forums.com/index.php?topic=651877)

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**Question 1201**

A variety of different self-images have been recognized in consumer behavior. Talk about four kinds of self-image.

Answer: [link](https://biology-forums.com/index.php?topic=651955)

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**Question 1202**

Emerging digital technologies are allowing consumers to have more power than ever before. This means that now customers ________.

A) are more limited in the range of products that they can purchase  
B) are forced to acquire used items through middlemen instead of directly from the original owner  
C) are required to buy goods and services from local vendors  
D) can locate the best prices for products or services  
E) are limited in the time of day that they are able to buy products  

Answer: [link](https://biology-forums.com/index.php?topic=651067)

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**Question 1203**

Negative message framing is likely to appeal to which two groups?

A) consumers with high need for cognition and consumers who have ample opportunity to process the ad's content  
B) consumers with high need for cognition and consumers with an interdependent self-view  
C) consumers with low need for cognition and consumers with an independent self-view  
D) consumers with low need for cognition and consumers with an interdependent self-view  
E) consumers with high need for cognition and consumers with an independent self-view  

Answer: [link](https://biology-forums.com/index.php?topic=651524)

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**Question 1204**

What are four things a reference group must do to influence group members?

Answer: [link](https://biology-forums.com/index.php?topic=651817)

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**Question 1205**

_______ was founded during World War II and is dedicated to the advancement of socially worthy causes through advertising.
Question 1206

Positioning is more important to the ultimate success of a product than are its actual characteristics.
A) True
B) False

Question 1207

When The Ab Crusher, a new piece of workout equipment, is advertised in a 30-minute TV slot that is produced to look like a documentary on health and fitness, this is an example of ________.
A) product placement
B) broadcast media
C) an infomercial
D) buzz marketing
E) urgent ad-formation

Question 1208

A ________ is a type of symbolic activity consisting of a series of steps occurring in a fixed sequence and repeated over time.
A) ritual
B) target
C) symbol
D) culture
E) communication

Question 1209

In the WEIGHT LOSS MINI CASE, Peter's goal is best described as a(n) ________.
A) avoidance object
B) biogenic need
C) ideal
D) ought object
E) approach object

Question 1210

In the PEN MINI CASE, subjects are asked: “What do you remember about the pen advertisement you saw?” This is an example of a(n) ________.
A) word association
B) metaphor analysis
C) open-ended question
D) closed-ended question
E) multiple choice question

Question 1211

According to Pavlov’s theory, ________.
A) learning depends on the ability of individuals to generalize
B) conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone
C) learning can occur only when responses are overt
D) there is a limit to the amount of repetition that will aid retention
E) each aspect of the marketing mix must reinforce the others if cues are to serve as the stimuli that guide consumer actions in the direction desired by the marketer
### Question 1212
When Colgate offers Colgate Total, which provides 12-hours of germ fighting; Colgate Max Fresh, which fights bad breath; and Colgate Sensitive Pro-Relief for people who have sensitive gums, they are segmenting based on _______.

A) benefits  
B) personality  
C) usage rate  
D) culture  
E) values


### Question 1213
Whether or not consumers need to be informed about a product relates to consumers’ _______.

A) learning-involvement  
B) awareness status  
C) usage rate  
D) attitude  
E) usage situation


### Question 1214
The purpose of studying consumer behavior is to enable marketers to anticipate how they might better meet consumer needs by _______.

A) convincing consumers that they need the products the company can produce  
B) consistently beating competitors’ prices  
C) improving profit margins  
D) pushing consumers to purchase products that they need but are reluctant to buy  
E) offering consumers more suitable products and marketing messages


### Question 1215
Under ________, the consumer can be viewed as an information seeker who uses logical and perceptual relations among events, along with his or her own preconceptions, to form a sophisticated representation of the world.

A) negative reinforcement  
B) cognitive associative learning  
C) advertising awareness  
D) stimulus discrimination  
E) the unconditioned response framework


### Question 1216
Which of the following is NOT an implication of the JND for logos?

A) Marketers should always try to cross the JND and make dramatic changes.  
B) Marketers usually make numerous small changes.  
C) Marketers who make dramatic changes to logos may anger customers.  
D) Marketers minimize noticeable changes to maintain consumer recognition.  
E) Marketers who crossed the differential threshold have chosen to return to their original logos.


### Question 1217
Most adolescents and teens prefer to look to their parents and older siblings in the development of consumer behavior norms.

A) True  
B) False


### Question 1218
Extensive and limited problem solving, and routinized response behavior are three specific levels of ________.

A) affect referral rules  
B) consumer decision making  
C) economic problem solving  
D) gifting behavior
Question 1219

The phenomenon known as the ______ suggests that both positive and negative credibility effects external to the message itself tend to disappear after six weeks or so.
A) dissipation effect
B) disassociation effect
C) advertising wearout effect
D) sleeper effect
E) decay effect

Question 1220

Data aggregators construct consumer profiles based on cookies documenting peoples' online surfing and identify prospective customers for specific products.
A) True
B) False

Question 1221

The repetition of marketing messages is not related to cultural beliefs and values.
A) True
B) False

Question 1222

_______ assess(es) the likelihood of a consumer purchasing a product or behaving in a certain way.
A) Buyer intention scales
B) Attitude-change strategies
C) Self-perception theory
D) Emotionally charged states
E) Cognitive dissonance theory

Question 1223

Young Europeans are now avoiding American fashions.
A) True
B) False

Question 1224

The minimal difference that can be detected between two similar stimuli is called the ______.
A) absolute threshold
B) sensation threshold
C) perceptual threshold
D) differential threshold
E) sensory threshold

Question 1225

_______ attempts to explain how people assign blame or credit to events on the basis of either their own behavior or the behavior of others.
A) Self-perception theory
B) Attitude theory
C) Buyer intention theory
D) Attribution theory
E) Cognitive dissonance theory
Question 1226

In the FAST FOOD MINI CASE, Speedy Taco's addition of chicken tacos to its menu constitutes ________.
A) product line extension  
B) product reputation extension  
C) product brand extension  
D) product category extension  
E) product form extension

Question 1227

_______ is a technique that allows advertisers to reach the right user, in the right place, at the right time and assign an individual value to a particular ad impression.
A) Retargeting  
B) Segment-based targeting  
C) Real-time bidding  
D) Data aggregation  
E) Dynamic targeting

Question 1228

The process of dividing a market into subsets of consumers with common needs or characteristics is known as ________.
A) market segmentation  
B) product positioning  
C) market targeting  
D) ethical marketing  
E) market stewardship

Question 1229

If the audience is friendly to the advertiser's products, initially favors the communicator's position, or if it is not likely to hear an opposing argument, then a ________ is most effective. If the audience is critical or unfriendly and well educated, then a ________ is likely to be more effective.
A) two-sided message; one-sided message  
B) peripheral route to persuasion; central route to persuasion  
C) one-sided message; two-sided message  
D) positive message frame; negative message frame  
E) negative message frame; positive message frame

Question 1230

According to the Rokeach typology of cultural orientation, communications aimed at individuals who have a personal terminal value focus and moral instrumental values should emphasize ________.
A) conformity, caring for others, and social consciousness  
B) concern for societal issues and intense conviction to advance such causes  
C) one's sense of accomplishment, self-respect, and striving for a comfortable life and independence  
D) helping others and the role of one's skills in doing so  
E) moral inequity and its role in society

Question 1231

The ________ component of the consumer decision-making model is concerned with how consumers make decisions.
A) output  
B) input  
C) process  
D) decision  
E) emotional

Question 1232

Tom is looking to lose weight by cutting carbohydrates out of his diet, particularly from regular sodas, but has a negative attitude towards diet. Diet
Coke promotes its association with the American Heart Association, which generates goodwill from Tom. What strategy did the company use?

A) changing consumer beliefs about competitor brands  
B) changing consumers' subjective norms  
C) associating the product with a special group, event or cause  
D) changing the basic motivational function  
E) changing the relative evaluation of attributes  


Question 1233

China and Mexico are collectivistic cultures.

A) True  
B) False  


Question 1234

The most effective way to ensure that a promotional message stands out and is received and decoded appropriately by the target audience is through effective positioning and a unique selling proposition.

A) True  
B) False  


Question 1235

The short-term orientation embraced by most business executives stems from _______.

A) short consumer memory of good corporate behavior  
B) the fact that managerial performance is usually evaluated on the basis of short-term results  
C) the fast-paced nature of media flows in today's hyper-stimulated environment  
D) the short-term orientation of the consumers they target  
E) the increasing importance of public relations as a vehicle for communicating with consumers  


Question 1236

Which of the following is NOT something a reference group must do to influence its members?

A) Legitimize the member's decision to use the same products as other members.  
B) Inform or make members aware that the brand or product exists.  
C) Influence the individual to adopt attitudes and behavior that are consistent with the group's norms.  
D) Provide the individual with the opportunity to compare his or her own thinking with the attitudes and behavior of the group.  
E) Provide the individual with the means or capital to purchase the product.  


Question 1237

Which of the following five segments, as characterized by the spectrum of green, is not particularly concerned about environmental issues, and limits their green product purchases to green products that are very conspicuous so they can be perceived as green by others?

A) Economically Ecos  
B) Eco-Moms  
C) Alpha-Ecos  
D) Eco-Chics  
E) Eco-Centrics  


Question 1238

Which PRIZM segment should marketers of very expensive vacations and conspicuous luxury goods study and/or target?

A) Striving Singles  
B) Sustaining Seniors  
C) Young Accumulators  
D) Cautious Couples  
E) Accumulated Wealth  


Question 1239

When is a relatively similar marketing strategy most viable across nations?
A) when the nations are similar  
B) when the nations have different beliefs  
C) when the nations have different values  
D) when the nations differ widely  
E) when the nations have different customs


**Question 1240**

________ a major application of causal research, in which, prior to launching a new product, elements such as package, price, and promotion are manipulated in a controlled setting in order to predict sales and possible responses to the product.

A) One-on-one interviewing is  
B) Surveys are  
C) Focus groups are  
D) Secondary research is  
E) Test marketing is


**Question 1241**

Derek was the primary decision maker when it came to automotive purchases in his household, but asked for and considered feedback from his wife and children when they went to purchase a new car. Derek’s approach makes the car purchase an example of a(n) ________.

A) heuristic decision  
B) husband-dominated decision  
C) autonomic decision  
D) joint decision  
E) wife-dominated decision


**Question 1242**

Patek Phillippe watches are manufactured, packaged, and positioned in exactly the same way regardless of the country in which they are sold, making Patek Phillippe a(n) ________.

A) customized brand  
B) local brand  
C) world brand  
D) intra-cultural brand  
E) hybrid brand


**Question 1243**

To simplify life, people have a natural tendency to select stimuli from the environment and organize them into groups and perceive them as a unified whole. In a perception context, this is known as ________.

A) figure-ground  
B) closure  
C) perceptual blocking  
D) grouping  
E) perceptual mapping


**Question 1244**

The type of food that is typically shared with family and others is categorized as ________ in the context of cultural settings.

A) cultural  
B) symbolic  
C) individual  
D) social  
E) experience


**Question 1245**

________ enables senders to separate consumers with similar characteristics and response styles into different groups so they can create specific messages for each target group and to run the messages in specific media that are seen, heard, or read by the relevant target group.

A) Exposure
Question 1246
Me-too products lack a unique image or benefit.
A) True
B) False

Question 1247
Cards, presents, cakes, and candles are ________ for birthday rituals.
A) beliefs
B) artifacts
C) symbols
D) values
E) cultures

Question 1248
Marketers implement ethical strategies for all of the following reasons EXCEPT ________.
A) to avoid government legislation
B) to reduce scrutiny
C) to exploit vulnerable populations
D) to improve their image in the eyes of their constituencies
E) to do the right thing

Question 1249
When the source is well respected and highly thought of by the intended audience, the message is much more likely to be believed.
A) True
B) False

Question 1250
Describe three of the commonly used positioning strategies and provide an example of each.

Question 1251
Martin needs a new hybrid-electric car that can seat four people comfortably and has a trunk that will hold a set of golf clubs, but isn't sure which brand of hybrid-electric car would be best. Martin's is a case of ________.
A) routinized response behavior
B) habitual problem solving
C) economic problem solving
D) limited problem solving
E) passive problem solving

Question 1252
Effectively catering to the distinct needs of consumers by offering them clearly differentiated products involves much higher research, production, advertising, and distribution costs.
A) True
B) False

Question 1253
When an ad for Green Works from Clorox states the product cleans effectively and is environmentally friendly, unlike competing brands, it is using the
utilitarian approach to attitude change.
A) True
B) False

Question 1254

The knowledge function of the functional approach to attitude change relies on the fact that most people want to protect their self-images from inner feelings of doubt.
A) True
B) False

Question 1255

Retargeting occurs when ads for specific products that consumers have pursued online follow them and show up repeatedly whenever they go online using the same computer.
A) True
B) False

Question 1256

The amount of information available for delivery from short-term storage to long-term storage depends on the amount of ________ it is given.
A) retrieval
B) rehearsal
C) encoding
D) shaping
E) recall

Question 1257

What are the advantages of impression-based targeting (relative to segment-based targeting)?

Question 1258

Consumers with ________ are less likely to consider peripheral cues, such as endorser's likeability, in processing the ad.
A) low need for cognition
B) high need for stimulation
C) low involvement
D) low need for stimulation
E) high need for cognition

Question 1259

Early adulthood is the longest adult life stage for most consumers.
A) True
B) False

Question 1260

Compare consumer fieldwork, specifically field observation, to content analysis and value measurement instruments as research approaches to examining culture.

Question 1261

In the TEQUILA MINI CASE, what kind of consumer behavior does Viva’s slogan encourage?
A) consumer innovativeness
B) consumer uniqueness
C) ethnocentricity
D) dogmatism
E) consumer satisfaction
Question 1262
Which of the following class strata constitute a major market for do-it-yourself products?
A) lower-upper class
B) upper-middle class
C) lower-middle class
D) upper-lower class
E) lower-middle class

Question 1263
What did Karen Horney, a neo-Freudian theorist, propose with respect to personality?

Question 1264
The FTC can require companies that have misled consumers to run ________, which can sometimes result in distrust toward other products sold by
the company and toward similar products sold by unrelated marketers.
A) covert advertising
B) educative advertising
C) corrective advertising
D) deceptive advertising
E) misleading advertising

Question 1265
When Procter and Gamble defines its business as "providing branded products and services of quality and value that improve the lives of the world's
consumers," they are using a ________.
A) motivation-oriented definition
B) production-oriented definition
C) personality-oriented definition
D) need-focused definition
E) product-oriented definition

Question 1266
In order to reduce ________, consumers can rationalize their purchase decision as being wise, seek out advertisements that support their choice, try
to "sell" friends on the positive features of the brand, or look to known satisfied owners for reassurance.
A) post-purchase dissonance
B) attitude formation
C) emotionally charged states
D) subjective norms
E) defensive attribution

Question 1267
________ is the measure of the proportion of viewers who interact with an ad or application.
A) Conversation-related measures
B) Unique visitors
C) Actions taken
D) Visitors' demographics
E) Interaction rate

Question 1268
One of the weaknesses of the innovation adoption process framework is it does not adequately provide for the possibility of evaluation and rejection of
a new product or service after each stage.
A) True
B) False
Question 1269

A ________, or a person who is knowledgeable about the nature of the social communications among members of a specific group, can identify individuals in the group who are opinion leaders.

A) heuristic
B) key informant
C) self-designating
D) sociometric
E) Klout


Question 1270

Examples of ________, like stating "brand A is best," are considered acceptable because consumers generally understand that there is no credible way to determine what best means.

A) sincere
B) true
C) reliable
D) puffery
E) product placement


Question 1271

Japanese consumers have been abandoning their loyalty to expensive, premium grade homegrown rice in favor of cheaper alternatives from China, Australia and the United States.

A) True
B) False


Question 1272

According to Freud’s theories, the ________ functions as an internal monitor that helps balance the impulses stimulated by biogenic needs and the constraints applied by the sociocultural setting.

A) self-image
B) super-id
C) id
D) superego
E) ego


Question 1273

The ________ method measures opinion leadership by tracking person-to-person communications about a product or brand among members of a community where most people know each other by name.

A) heuristic
B) key informant
C) self-designating
D) sociometric
E) Klout


Question 1274

Examples of compulsive consumption include eating disorders, shopping, gambling, and alcoholism.

A) True
B) False


Question 1275

In the MP3 MINI CASE, Judy’s need recognition style makes her a(n) ________ type.

A) desired state
B) deficiency state
C) actual state
D) affective state
Question 1276
The type of self-image that characterizes the way consumers would like to see themselves is _______.
A) actual self-image
B) ideal self-image
C) social self-image
D) ideal social self-image
E) self-image awareness

Question 1277
________ is a macro process concerned with the spread of a new product from its source to the consuming public.
A) Introduction
B) Diffusion
C) Assumption
D) Adoption
E) Innovation

Question 1278
What is the Interactive Advertising Bureau’s argument against the “do not track” mechanism?

Question 1279
Which of the following is NOT one of the variables that is combined to make the family life cycle composite variable?
A) size of family
B) age of family members
C) employment status of the head of household
D) marital status
E) family income

Question 1280
Because services are intangible, image becomes a key factor in differentiating a service from its competition.
A) True
B) False

Question 1281
Which of the four disciplines that helps shape our understanding of consumer behavior is defined as the study of the human mind and the mental factors that impact behavior?
A) psychology
B) sociology
C) anthropology
D) communication
E) economics

Question 1282
Kim is actively saving money so that she can afford a down payment on the purchase of a house because she thinks that home ownership is the key to creating wealth. This personal conviction in the value of home ownership is one of Kim’s ________.
A) norms
B) cultures
C) rituals
D) customs
E) beliefs
Question 1283
The achievement need suggests that behavior is strongly influenced by the desire for friendship, acceptance, and belonging.
A) True
B) False

Question 1284
In the HEADACHE MINI CASE, Fast Relief maintains that its tablets relieve headache pain 10 times more effectively than Cure-All. This is an example of ________.
A) branded entertainment
B) deceptive advertising
C) corrective advertising
D) psychological noise
E) positive message framing

Question 1285
The trio of basic needs includes power, affiliation, and achievement.
A) True
B) False

Question 1286
The appeal of the attitude-toward-behavior model is that it allows researchers to understand consumers’ subjective norms and the factors that form them.
A) True
B) False

Question 1287
Feel age, look age, do age and interest age are different dimensions of chronological age.
A) True
B) False

Question 1288
Rehearsal is the process by which we select a word or visual image to represent a perceived object.
A) True
B) False

Question 1289
Jerry bought a new washing machine for his home, but he has some tension over whether he made the best decision. Which of the following is NOT a strategy Jerry might use to reduce post-purchase dissonance?
A) seek out ads for competitive products he did not choose
B) rationalize his decision
C) look for satisfied owners of the washing machine
D) "sell" friends on the positive features of the washing machine
E) seek out ads for the washing machine he chose

Question 1290
No matter where we are born, we all have the same biological needs: needs for food, nourishment, water, air and shelter from the environment’s elements.
A) True
B) False
Question 1291
What is the foot-in-the-door technique? Give an example.

Question 1292
Effective social media advertising is the result of ________.
A) defined character
B) customer dogmatism
C) total freedom
D) systematic planning
E) quirky novelty

Question 1293
According to the Rokeach typology of cultural orientation, communications aimed at individuals who have an interpersonal terminal value focus and moral instrumental values should emphasize ________.
A) conformity, caring for others, and social consciousness
B) concern for societal issues and intense conviction to advance such causes
C) one's sense of accomplishment, self-respect, and striving for a comfortable life and independence
D) helping others and the role of one's skills in doing so
E) moral inequity and its role in society

Question 1294
Which of the following is NOT a way for a consumer to overcome perceived risk?
A) seek information
B) remain brand loyal
C) rely on store image
D) use a random choice model
E) buy the most expensive model

Question 1295
Culturally distinct segments cannot be prospects for the same product and can only be targeted efficiently with unique promotional appeals for unique products.
A) True
B) False

Question 1296
The degree to which potential customers perceive new products as superior to existing substitutes is its ________.
A) relative advantage
B) complexity
C) observability
D) compatibility
E) trialability

Question 1297
Within cultural values, a comfortable exciting life, happiness, and inner harmony are examples of ________.
A) personal aspects of terminal values
B) interpersonal aspects of terminal values
C) competence aspects of instrumental values
D) moral aspects of instrumental values
E) moral aspects of terminal values

Question 1298
A product like Advil is usually purchased using an extensive problem-solving decision-making process.
A) True
B) False

Question 1299
Immediate feedback is the factor that makes ______ so effective.
A) print advertising
B) impersonal messages
C) personal selling
D) television advertising
E) mass marketing

Question 1300
From a marketing standpoint, ______ is/are important since that is often what the marketers sell.
A) the pervasiveness of the ritual in the society
B) result of the ritualistic behavior on society
C) consistency of the ritual over time
D) outcome of the ritual
E) artifacts that are associated with the performance of the ritual

Question 1301
What is subliminal perception? How does it relate to marketing?

Question 1302
When a marketer’s goal is long-term repeat buying on a regular basis, a massed learning schedule is preferable.
A) True
B) False

Question 1303
Among women, attention-getting comparative appeals produced inferences regarding the ads’ manipulative intentions and reduced purchase likelihood.
A) True
B) False

Question 1304
The smaller the similarity between nations, the more feasible it is to use relatively similar marketing strategies in each nation.
A) True
B) False

Question 1305
______ stresses the benefits to be gained by using a specific product, whereas ______ stresses the benefits to be lost by not using the product.
A) One-sided messaging; two-sided messaging
B) Negative message framing; positive message framing
C) The peripheral route to persuasion; the central route to persuasion
D) Positive message framing; negative message framing
E) The central route to persuasion; the peripheral route to persuasion

Question 1306
Tracy licensed a new software product that enables her to figure out when the same person is accessing her company’s website via a mobile phone, tablet, and/or computer so she can keep track of their behavior and target them accordingly. This is an example of ______.
A) cyberstalking
Question 1307

Consumers’ characteristics can be classed as either behavioral or cognitive. In this context, behavioral data can be determined from direct questioning and categorized by a single objective measure. Examples of behavioral data include ________.

A) education, quantity of product purchased, and gender
B) level of involvement, awareness of product alternatives, and benefits wanted
C) demographics, gender, and benefits wanted
D) personality traits, lifestyles, and family life cycle
E) usage rate, level of involvement, and psychographics


Question 1308

A company that includes a blend of standardized and local elements in order to secure the benefits of their different marketing strategies is using a(n) ________ marketing strategy.

A) confused
B) global
C) intranational
D) hybrid
E) multinational


Question 1309

The informal atmosphere of focus groups’ discussions decrease the likelihood that consumers will signal shifts in values that impact the acceptance of new products and services.

A) True
B) False


Question 1310

The choice of how many different social classes to use depends on the amount of detail that the researcher believes is necessary to explain adequately the attitudes or behavior under study.

A) True
B) False


Question 1311

The marketer’s objective is to far exceed consumers’ JND for product improvements in order to engender greater brand loyalty from consumers.

A) True
B) False


Question 1312

Ryan runs a store that caters to athletes. He divides the athletic market into different subsets of shoe consumers, such as runners, basketball players, and golfers. Ryan decides to focus his attention on that segment of the market that is interested in running. This selection of a specific market segment is known as ________.

A) product positioning
B) product placement
C) market segmentation
D) social marketing
E) market targeting


Question 1313

What are the three criteria used in the Starch Readership Ad Study?

A) noticing the ad, associating the ad with the brand advertised, and involvement with the ad
B) involvement with the ad, discriminating the advertised brand from competitive brands, providing greater share of wallet to the advertised brand
C) involvement with the ad, shopping for the advertised product, loyalty to the advertised product
D) associating the ad with the brand advertised, shopping for the advertised product, loyalty to the advertised product
E) noticing the ad, shopping for the advertised product, loyalty to the advertised product

**Question 1315**

A form of quantitative research that requires manipulating one variable at a time is called _______.
A) trial and error
B) experiments
C) validation
D) focusing
E) Likert scaling

**Question 1316**

Which company used to allow agents to run their own Facebook pages freely, but now employs a mechanism that monitors what agents say on their Facebook pages for compliance?
A) Dr. Pepper
B) State Farm
C) Farmers
D) McDonald's
E) Dell

**Question 1317**

The amount of people in the society that share a belief or custom is irrelevant to whether or not it is considered a cultural value.
A) True
B) False

**Question 1318**

In the CRAFT MINI CASE, Global Craft's advertising strategy would be best described as ________.
A) localized
B) value-driven
C) standardized
D) individualized
E) heterogeneous

**Question 1319**

________ is felt by many marketers to be a strong indicator of the ability to pay for a product.
A) Age
B) Income
C) Gender
D) Occupation
E) Education

**Question 1320**

The fact that Skippy peanut butter is preferred on the coasts, and Jif is preferred in the South and Midwest, is an indication that marketers must
research ________ subcultures.
A) demographic  
B) ethnic  
C) religious  
D) racial  
E) geographic  

**Question 1321**

In the JUICE MINI CASE, Fruit Fusions explores consumers’ ________ in order to determine the best price for its new fruit drinks.
A) efficiency prices  
B) satisfaction-based prices  
C) relationship prices  
D) internal reference prices  
E) satisfaction prices  

**Question 1322**

_______ measure how many consumers were exposed to the message and its characteristics.
A) Data aggregation measures  
B) Message receipt measures  
C) Media exposure effects  
D) Nielsen net effects  
E) Customer profile measures  

**Question 1323**

Americans’ love affair with products that save time and effort, such as the microwave, are examples of the important core value of ________ in this culture.
A) freedom of choice  
B) progress  
C) efficiency and practicality  
D) achievement and success  
E) external conformity  

**Question 1324**

Consumers are frequently presented with incomplete information. Identify four strategies that consumers can adopt for coping with missing information.

**Question 1325**

_______ is concerned with the likelihood or tendency than an individual will undertake a specific action or behave in a particular way with regard to the attitude object.
A) Cognition  
B) Situation  
C) Perspective  
D) Affectation  
E) Conation  

**Question 1326**

_______ is a company which has analyzed and indexed data in hundreds of privacy policies across the web and developed a scale ranking websites from 0 to 100 based on how the site collects and uses personal data.
A) Google Analytics  
B) Adlock  
C) AdChoice  
D) Carrier IQ  
E) PrivacyChoice  
### Question 1327

Geoff is responsible for online marketing for the local automotive dealership. He manages the website, Facebook page, and twitter account. The type of media he is responsible for is broadly categorized as ________.

A) symbolic media  
B) traditional media  
C) comparative media  
D) new media  
E) informal media


### Question 1328

Many software companies allow customers to use limited versions of their software free for 30 days. This strategy tries to increase the diffusion of a new product through increasing ________.

A) complexity  
B) observability  
C) compatibility  
D) relative advantage  
E) trialability


### Question 1329

_______ is the measure of number of visitors to the website that have accessed the website's content.

A) Unique visitors  
B) Cost per unique visitor  
C) Return visits  
D) Time spent  
E) Page views


### Question 1330

Consumers are influenced by risks that exist whether they perceive the risks or not.

A) True  
B) False


### Question 1331

The mother who comments about her teenage son that her child "has been impulsive from the day he was born," is supporting the contention that personality ________.

A) reflects individual differences  
B) can change  
C) is more apparent in childhood than adulthood  
D) develops as a result of social circumstances  
E) is enduring


### Question 1332

The segment of global youth aged 14 to 24 that spreads word of mouth rapidly, values passion, individuality and instant gratification, and prefers personalized brands like Diesel and Adidas, is called ________.

A) pop mavericks  
B) networked intelligentsia  
C) pop rebels  
D) in-crowd  
E) thrill renegades


### Question 1333

_______ behavior is closely related to the concept of brand loyalty, which most firms try to encourage because it contributes to greater stability in the marketplace.

A) Long-term commitment purchase
Question 1334
Examples of dishonest consumer behavior include _______.
A) returning stolen merchandise
B) returning items after they are used
C) staying with friends after a cancelled flight and presenting the airline with a bill from an expensive hotel
D) software piracy
E) all of the above

Question 1335
Recent research using Karen Horney's CAD theory found that _______ personalities tend to prefer name-brand products such as Bayer aspirin.
A) subversive
B) detached
C) submissive
D) compliant
E) aggressive

Question 1336
Which major metropolitan area of the United States has the highest purchase/usage of mouthwash?
A) Los Angeles
B) Atlanta
C) New York
D) Boston
E) Chicago

Question 1337
The adoption of digital technologies has introduced drastic changes into the business environment, including which of the following?
A) Customers are forced to deal with distribution outlets and middlemen in order to obtain goods.
B) Market research has become significantly more difficult.
C) The exchange between marketers and customers is less interactive than in the past.
D) Marketers can offer more products and services than ever before.
E) Consumers face more barriers to accessing information.

Question 1338
Joe passes many billboards on his way to work, but rarely even recognizes that they are there because he is paying attention to the road. By protecting himself from being overwhelmed by the billboards, Joe is engaging in ________.
A) perceptual organization
B) perceptual defense
C) defensive stimulation
D) selective exposure
E) perceptual blocking

Question 1339
Matt's Mobile Services has designed a cell phone plan especially for tech-savvy teens who are heavy cell-phone users and live in households earning over $150,000 per year. In tailoring the plan for a specific group of consumers based on their particular needs, Matt's Mobile Services has provided an example of ________.
A) the selling orientation
B) the product concept
C) broadcasting
D) societal marketing
Question 1340
When discussing subcultures, it is important to note that each individual could be a member of ________.
A) four subcultures at the most
B) one subculture only
C) two subcultures only
D) many subcultures, as there is no limit
E) either the dominant culture or a subculture

Question 1341
________ is the process and tools used to study consumer behavior.
A) Consumer research
B) Behavioral targeting
C) Psychoanalysis
D) Dynamic marketing
E) Ethnography

Question 1342
According to the trio-of-basic-needs theory, the ________ is closely related to the ego need.
A) affiliation need
B) power need
C) affection need
D) prestige need
E) achievement need

Question 1343
For most Americans, ________ signify/signifies the attainment of "the good life," which includes a new car, a dishwasher, a hot tub and a variety of convenience and pleasure-providing goods and services.
A) progress
B) comfort and pleasure
C) freedom
D) achievement and success
E) external conformity

Question 1344
The ________ states that members of lower classes adopt the fashions of the upper class and maintain them even after the upper class has abandoned these fashions.
A) trickle-down effect
B) trickle-up effect
C) exclusivity bias
D) downward mobility effect
E) upward mobility effect

Question 1345
Neo-Freudian theorists believe that ________.
A) consumers are primarily unaware of their true reasons for making decisions
B) consumer purchases are a reflection of an individual's personality
C) consumption situations are extensions of the consumer's personality
D) social relationships are fundamental to the formation and development of personality
E) human drives are largely unconscious

Question 1346
A recent study discovered that consumers who scored high on ________ and innovativeness were more likely to incorporate volunteerism into their vacations.
A) need for cognition
B) dogmatism
C) materialism
D) ethnocentrism
E) sensation seeking

Question 1347

Corporate-sponsored special events include ________.
A) parades
B) fireworks displays
C) marching bands
D) traveling art exhibits
E) all of the above

Question 1348

Of the four Ps of the marketing mix, place includes ________.
A) distribution centers
B) warranties
C) packaging
D) discounts
E) public relations

Question 1349

Digital cameras and digital video recorders were somewhat disruptive to consumers, but did not change the basic behavior patterns established with photography and film. These are best described as ________.
A) statically continuous innovations
B) dynamically continuous innovations
C) continuous innovations
D) dynamically discontinuous innovations
E) discontinuous innovations

Question 1350

Which of the following is NOT a part of a research report?
A) the results of the research efforts
B) a full description of the methodology used
C) a brief executive summary of the findings
D) recommendations for marketing action
E) All of the above are part of a research report.

Question 1351

_______, or the source's persuasive impact, stems from its perceived expertise, trustworthiness, and believability.
A) Source credibility
B) Source degradation
C) Source recognition
D) Source decoding
E) Source encoding

Question 1352

The type of self-image that characterizes the way consumers feel others see them is ________.
A) actual self-image
B) ideal self-image
C) social self-image
Question 1353
Marketing and consumer behavior stem from the ________, which maintains that the essence of marketing is satisfying consumers' needs, creating value and retaining customers.
A) product concept
B) selling concept
C) societal concept
D) production concept
E) marketing concept

Question 1354
When People’s Trust Bank advertises its involvement in free consumer credit training to help low-income families manage their earnings and qualify for mortgages, People’s Trust is engaging in ________.
A) green marketing
B) shameless self-promotion
C) viral marketing
D) cause-related marketing
E) buzz marketing

Question 1355
_______, which consists of a brand’s trustworthiness and expertise, improves the chances that the brand will be included in the consideration set.
A) Brand attractiveness
B) Brand credibility
C) Brand effort
D) Brand personality
E) Brand risk

Question 1356
A consumer is most likely to use ________ when purchasing a new, updated version of something that he or she has purchased before, such as replacing an old laptop with a new one.
A) extensive problem solving
B) economic problem solving
C) limited problem solving
D) passive problem solving
E) routinized response behavior

Question 1357
Social media transformed ________ by giving companies a way to easily collect input and customers' preferences.
A) customer bias
B) photography
C) market research
D) market trust
E) television commercials

Question 1358
In the COOKING OIL MINI CASE, the information collected in the Value Mart focus groups constitutes ________.
A) primary data
B) commercial data
C) secondary data
D) objective data
E) mechanical data
Question 1359
Uncovering ________ is the primary objective of marketers as they seek to teach consumers how they can fill their needs by buying certain products and brands.
A) consumer cues
B) reinforcement mechanisms
C) covert responses
D) consumer motives
E) overt responses

Question 1360
Consumers with low ________ are more likely to seek the advice or example of others.
A) group power
B) conformity
C) individual personality
D) conspicuousness
E) individual experience

Question 1361
Consumer behavior includes the behavior that consumers display in searching for, purchasing, evaluating and disposing of products and services.
A) True
B) False

Question 1362
HSBC positions itself as "the world's local bank." A recent advertising campaign consisted of about 20 ads centered on the theme that "different values make the world a richer place." HSBC use of different cosmetic variations in their ads while repeating the same advertising theme is an attempt to avoid ________.
A) rehearsal
B) stimulus generalization
C) the three-hit theory
D) advertising wearout
E) stimulus differentiation

Question 1363
Which of the following global consumer market segments is known for seeking knowledge and insight, and having a keen interest in books and new media?
A) strivers
B) devouts
C) fun seekers
D) creatives
E) intimates

Question 1364
Which of the following describes Amazon's customers with high bonds and modest purchase levels?
A) transactional customers
B) delighted customers
C) inertia-driven customers
D) loyal customers
E) fans

Question 1365
The process of dividing a market into distinct subsets of consumers with common needs or characteristics is known as ________.
A) mass marketing
B) market evaluation
Question 1366

When Snapple failed to reduce the level of sweetness before offering it to the Japanese market, sales came in significantly below anticipated levels. This is an example of failure due to which of the following three P’s?

A) Promotion
B) Pricing
C) Product
D) Placement
E) People


Question 1367

According to stimulus-response theory, children can easily form associations between stimuli and outcomes. How does this impact the guidelines that regulate marketing toward children?


Question 1368

Which of the following survey methods has the highest response rate?

A) mail surveys
B) email surveys
C) postage surveys
D) personal interview surveys
E) online surveys


Question 1369

Marketers are much more interested in what consumers objectively know about their products than what they perceive.

A) True
B) False


Question 1370

In the WEDDING MINI CASE, a bridal bouquet would be considered a ritual ________.

A) symbol
B) artifact
C) value
D) custom
E) culture


Question 1371

Within a cultural context, advertising has the expanded mission of ________.

A) generating new consumer needs
B) replacing the family as the primary vehicle for consumer socialization
C) acculturating the young
D) aiding in the dissemination of new tastes, habits, and customs
E) enhancing consumer awareness of the needs of others


Question 1372

________ is promotion that is designed to promote a company's overall image without overtly referring to specific products.

A) Status advertising
B) Institutional advertising
C) Global advertising
D) Brand image
E) Store image
Question 1373

The consumer’s earliest and often most influential reference group is ________.
A) the family
B) their religious organization
C) their classmates
D) their heroes
E) their friends

Question 1374

The independent, self-directed segment of Millennials that would rather meet people in person than online or through text and reads books instead of blogs is known as ________.
A) Hip-ennials
B) Millennial Moms
C) Anti-Millennials
D) Gadget Gurus
E) Old-School Millennials

Question 1375

Based on the three criteria for successful customization, which of the following is least likely to be effectively customized?
A) sunglasses
B) laundry detergent
C) an automobile
D) running shoes
E) fountain pens

Question 1376

People tend to experience the numerous stimuli they select from the environment as separate and discrete sensations.
A) True
B) False

Question 1377

Whereas the ________ focuses on fulfilling the needs of target consumer markets more effectively than competitors, the ________ requires marketers to balance society’s interests with the needs of the consumers and marketers.
A) product concept; societal marketing concept
B) production concept; marketing concept
C) societal marketing concept; marketing concept
D) marketing concept; societal marketing concept
E) consumer marketing concept; societal marketing concept

Question 1378

Which of the four disciplines that helps shape our understanding of consumer behavior is defined as the study of the development, structure, functioning and problems of human society?
A) psychology
B) sociology
C) anthropology
D) communication
E) economics

Question 1379

In the COLLEGE MINI CASE, Columbia is part of Evelyn’s ________.
A) evoked set
B) cognitive set
Question 1380

In the HEADACHE MINI CASE, Fast Relief outlines a side-by-side comparison between its pain reliever and that of Cure-All. This is known as ________

A) psychological noise
B) branded entertainment
C) corrective advertising
D) comparative advertising
E) deceptive advertising


Question 1381

In marketing and consumer research, the conative component of the tricomponent attitude model is frequently treated as an expression of the consumer's ________

A) level of familiarity
B) attitude toward the object
C) intention to buy
D) attitude
E) ego-defensive function


Question 1382

The contents of media, advertising, and marketing reflect cultural values and convey them to all members of society very effectively.

A) True
B) False


Question 1383

The ________ stage of consumer socialization occurs when a child is 7-11 years old, which is when children capture the persuasive intent of ads, begin to process functional cues regarding products, and develop purchase influence and negotiation strategies.

A) cognitive
B) reflective
C) analytical
D) perceptual
E) hedonic


Question 1384

What is cause-related marketing and what impact does the choice of cause have on the effectiveness of the marketing campaign?


Question 1385

Identify and give an example of what happens during each of the five stages of the adoption process.


Question 1386

What company is the largest provider of data and targeting tools that advertisers need for impression-based targeting, as well as the major supplier of real-time bidding to advertisers seeking impressions among consumers who fit certain criteria?

A) Acxiom
B) Akamai
C) ChoicePoint
D) Google
E) Yahoo

Question 1387

Hillary has a high income and a Master's degree. She is rational and teaches her children to shop and spend responsibly. She resents the influence of the media on her children. When characterizing mothers' socialization-related attitudes, Hillary would be categorized as a ________.

A) Struggler  
B) Nurturer  
C) Protector  
D) Balancer  
E) Stoic  


Question 1388

During a depth interview, which of the following is NOT part of the interviewer's strategy?

A) Talk as much as possible to ensure the consumer gives the answers s/he wants.  
B) Probe the respondent and encourage him/her to talk freely about the product category and/or brand under study.  
C) Establish an atmosphere that encourages the consumer respondent to relax and open up to provide valuable insights.  
D) Give the consumer an opportunity to respond to specific verbal and visual materials.  
E) Provide as much time as possible for the consumer to express his or her thoughts and behaviors.  


Question 1389

Which of the following is true of the consumer behavior of African American consumers?

A) African American consumers prefer generic products.  
B) African Americans tend to buy high fashions and name brands as "signals of their success."  
C) African Americans tend to make fewer trips to the grocery store during the course of the week.  
D) African American teens spend less on clothing and fine jewelry than other U.S. teens.  
E) African Americans are not brand loyal.  


Question 1390

Megan uses Bed Head hair products and enthusiastically recommends them to others any time she receives complements on her hair. With regard to hair products, Megan is best described as a(n) ________.

A) hostage  
B) mercenary  
C) apostle  
D) ambivalent consumer  
E) terrorist  


Question 1391

The four elements of the diffusion of innovations process include: the innovation, the channels of communication, the social system, and time.

A) True  
B) False  


Question 1392

The production orientation makes sense in developing countries where the main objective is to make products available to the maximum number of consumers at the lowest prices.

A) True  
B) False  


Question 1393

Hip-ennials believe they can have an impact on the world and make it better, are aware of what's going on globally, give to charity, and search for information regularly.

A) True  
B) False  

### Question 1394
What are the advantages and disadvantages of using comparative advertising?

### Question 1395
________ increases the strength of the association between a conditioned stimulus and an unconditioned stimulus and slows the process of forgetting.
A) Repetition  
B) Generalization  
C) Discrimination  
D) Feedback  
E) Perceptual defense

### Question 1396
If Betty faces a problem with her teeth, seeks a solution from her dentist, accepts the information, and starts using a different toothpaste that solves the problem, she is engaging in a process called ________.
A) incidental learning  
B) passive learning  
C) behavioral learning  
D) observational learning  
E) cognitive learning

### Question 1397
The type of Twitter user that has many followers but follows very few, if any, users, is known as a ________.
A) Spammer  
B) Celebrity  
C) Conversationalist  
D) Lurker  
E) Squatter

### Question 1398
The ________ stage of the basic family unit occurs with the death of one spouse.
A) postparenthood  
B) honeymooner  
C) parenthood  
D) dissolution  
E) bachelorhood

### Question 1399
In what ways is the traditional adoption process model inadequate in its depiction of the consumer adoption process?

### Question 1400
The segment of global youth aged 14 to 24 that acts as the hub of online social networks, focuses on revolution, creativity and deconstruction, and has members that prefer cult brands like Vespa and Vans, is called ________.
A) pop mavericks  
B) networked intelligentsia  
C) pop rebels  
D) thrill renegades  
E) in-crowd

### Question 1401
In the CRUISE MINI CASE, Sunshine markets Adventure Cruises as a way to see multiple islands from the comfort of a single ship, alleviating the
hassle of flying between islands and staying in a different hotel every couple of nights. Targeting consumers who view this convenience as appealing is an example of ___.

A) usage rate segmentation  
B) demographic segmentation  
C) countersegmentation  
D) cultural segmentation  
E) benefit segmentation  

**Question 1402**

One study of American and Thai consumers discovered that the persuasive ability of comparative ads was related to two personality traits: _______ and need for cognition.

A) interdependence  
B) submissiveness  
C) stability  
D) self-construal  
E) dogmatism  

**Question 1403**

Ryan runs a store that caters to athletes. He portrays his store as a one-stop-shop for all your running needs, so he has developed a distinct image for his store. This is an example of _______.

A) targeting  
B) segmentation  
C) social marketing  
D) placement  
E) positioning  

**Question 1404**

Which of the following is true of the middle class in emerging markets?  
A) Only one-third of people living in developing countries are literate.  
B) The majority of the global middle class lives in developed nations.  
C) The emerging middle class constitutes the highest percentage of the total country population in Mexico.  
D) Middle-class consumers in less-developed nations often cannot afford to pay as much for a product as consumers in the more advanced economies do.  
E) Companies can expect middle class consumers worldwide to earn roughly the same income.  

**Question 1405**

In the PUB MINI CASE, Sean enjoys the feeling the pub gives him of connection with his Irish heritage. This is the _______ of his attitude toward the pub.

A) affective component  
B) effective component  
C) conative component  
D) prospective component  
E) cognitive component  

**Question 1406**

Newspapers and magazines are examples of print mass media.

A) True  
B) False  

**Question 1407**

If a mobile phone company, Mobile Power, offers a money-back guarantee to offset concerns that the product will not be worth its cost, it is an attempt to help mitigate consumers’ perception of _______.  
A) financial risk  
B) functional risk
C) social risk
D) psychological risk
E) physical risk

**Question 1408**

Consumers worldwide believe that local brands develop new products and breakthrough technologies at a faster pace than global brands.
A) True
B) False

**Question 1409**

Tests containing ambiguous stimuli, such as word-association tests and ink blots are examples of ________.
A) projective techniques
B) mechanical observation tests
C) observational techniques
D) depth interviews
E) physiological observation tests

**Question 1410**

Which of the following global consumer market segments is young in age and outlook?
A) strivers
B) devouts
C) fun seekers
D) creatives
E) intimates

**Question 1411**

Consumer innovators are not as interested as late adopters or nonadopters in the product categories that they are among the first to purchase.
A) True
B) False

**Question 1412**

Public image is more important to Creatives than it is to all teens, in general.
A) True
B) False

**Question 1413**

Purchase behavior and post purchase evaluation are elements of the input stage of the consumer decision-making model.
A) True
B) False

**Question 1414**

In the MUSEUM MINI CASE, dividing museum attendees into frequent users, less frequent users, and non-users is known as ________.
A) sociocultural segmentation
B) usage rate segmentation
C) benefit segmentation
D) psychographic segmentation
E) geographic segmentation

**Question 1415**

Which of the following is true of sex in advertising?
A) Sexual appeals positively impact the processing of message content.
B) Visual sexual elements in an ad are more likely to be processed than its verbal content.
C) More product-related thinking occurs in response to sexual appeals than to nonsexual appeals.
D) Sexual appeals enhance message comprehension.
E) Sexual themes in advertising encourage actual consumption behavior.

Question 1416

If a consumer is concerned he will be embarrassed when his friends see him with a particular product, he is perceiving ________ risk.
A) financial
B) psychological
C) time
D) physical
E) functional

Question 1417

________ targets advertisements based on the web page a consumer is viewing or a search query the consumer has made and involves little or no data storage.
A) Contextual advertising
B) "First party" behavioral advertising
C) Misleading advertising
D) Covert advertising
E) PrivacyChoice

Question 1418

When the material presented first produces a greater effect than material presented later, this is known as the ________. When the material presented last produces a greater effect than material presented earlier, this is known as the ________.
A) central route to persuasion; peripheral route to persuasion
B) positive message framing; negative message framing
C) peripheral route to persuasion; central route to persuasion
D) primacy effect; recency effect
E) recency effect; primacy effect

Question 1419

People are often surprised at how much they consume, showing that they may have been influenced at a basic or perceptual level.
A) True
B) False

Question 1420

Bill is an avid coin collector and belongs to a coin collectors' club, receiving a monthly magazine and invitations to exclusive events. This coin collectors' club is an example of a(n) ________ group.
A) comparative
B) normative
C) membership
D) informal
E) symbolic

Question 1421

Which of the following is NOT a characteristic of collectivists relative to individualists?
A) They attach more importance to explicit and implicit promises and third parties.
B) They attribute less responsibility to themselves for good and bad outcomes to buying decisions.
C) They rely more on word of mouth.
D) They prefer trusted, familiar sources when forming expectations.
E) They are more responsive to social influence.
Question 1422

The ________ concept in business assumes that consumers are mostly interested in product availability at low prices.
A) product
B) technology
C) marketing
D) production
E) societal

Question 1423

When a specific standard no longer satisfies the members of a society, it is modified or replaced.
A) True
B) False

Question 1424

Unlike informal sources, the formal communications sources are typically considered to be more credible because they have nothing to gain from the persuasive impact of the message.
A) True
B) False

Question 1425

The sources of ________ are organizations that develop and transmit appropriate messages through their marketing departments, advertising or public relations agencies, and spokespersons.
A) word-of-mouth communication
B) impersonal communication
C) intrapersonal communication
D) informal communication
E) interpersonal communication

Question 1426

Failure to achieve a goal often results in feelings of ________.
A) aspiration
B) achievement
C) frustration
D) self-awareness
E) personal promotion

Question 1427

Contrast high-involvement purchases with low-involvement purchases and note the challenges associated with the measurement of consumer involvement.

Question 1428

In the VALS typology, ________ are motivated by ideals and tend to have low resources. They are generally slow to change as well as technology averse, and tend to prefer familiar products and established brands.
A) Strivers
B) Believers
C) Experiencers
D) Thinkers
E) Innovators

Question 1429

Within cognitive age, ________ is how old one feels.
### Question 1430
Humor does not harm the comprehension of ads, and, in some cases, it aids comprehension.
- A) True
- B) False


### Question 1431
In the WEDDING MINI CASE, Susan has chosen to have her wedding dress custom made, in line with the core American value of ________.
- A) material comfort
- B) activity
- C) individualism
- D) conformity
- E) humanitarianism


### Question 1432
What are the stages of the traditional family life cycle? What happens at each stage?


### Question 1433
Inertia brand loyalty includes no consistent purchase of a given brand, in spite of strong attachment to it.
- A) True
- B) False


### Question 1434
Which of the following is NOT a way to get consumers to purchase more?
- A) make the store warm
- B) systematically move displays and aisles so people have to wander
- C) offer sales to people who are drinking alcohol
- D) make the store cold
- E) approach men and offer help as they deviate from lists


### Question 1435
Families that do not readily fit into the family life cycle are called ________.
- A) nontraditional families
- B) atypical families
- C) non-family households
- D) nuclear families
- E) extended families


### Question 1436
In the SMITH MINI CASE, the best way for Pinkerton's to advertise to Carl is through ________.
- A) mainstream television
- B) mainstream magazines
- C) television directed specifically toward African Americans
- D) mainstream radio
- E) radio directed specifically toward African Americans

Question 1437

In the PUB MINI CASE, Sean feels comfortable perceiving The Celtic Knot as a genuine Irish pub because many of his friends believe the same thing. He is using ________ to affirm his attitude.
A) consistency over modality
B) consensus
C) consistency over time
D) distinctiveness
E) the central route to persuasion

Question 1438

Catering to the distinct needs of consumers by offering them clearly differentiated products is significantly more profitable than mass marketing.
A) True
B) False

Question 1439

American consumers who preferentially select products made in the USA demonstrate high ________.
A) international view
B) belief structure
C) cultural homogeneity
D) consumer ethnocentrism
E) national heritage

Question 1440

Walmart's use of Twitter chatter to inform their decision to sell cake pops is an example of social media's impact on ________.
A) photography
B) television commercials
C) customer bias
D) market trust
E) market research

Question 1441

There is a consensus that even if children understand the purpose of promotional messages, marketers must take special care in advertising to them because of the amount of time kids spend viewing TV and online.
A) True
B) False

Question 1442

Marketers are able to change consumers' personalities to conform to their products.
A) True
B) False

Question 1443

In the DOG TREAT MINI CASE, Happy Dog's development of NEW, JUICIER Beef Treats appeal to which of the following core American values?
A) materialism
B) humanitarianism
C) activity
D) progress
E) freedom

Question 1444

Only through ________ can the sender of a message determine whether and how well the message was received.
A) receivers' facial expressions and body language  
B) feedback  
C) specifically identifying the target market  
D) creative use of media  
E) the sales response  

**Question 1445**

In the OIL CHANGE MINI CASE, Fast Oil is relying on ________ to draw consumers to its stores based on its color scheme.  
A) licensing  
B) family branding  
C) product differentiation  
D) stimulus generalization  
E) stimulus discrimination  

**Question 1446**

Which of the following is NOT one of the ways consumers cope with missing information during the decision-making process:  
A) change customarily used decision strategy to one that better accommodates missing information  
B) delay the decision until the missing information is obtained  
C) infer the missing information  
D) ignore missing information and continue with current decision rule using available attribute information  
E) develop arguments for why the missing information is important  

**Question 1447**

When marketing to low involvement consumers, the quality of the argument presented in the persuasive message, rather than the imagery of the promotional message, has a greater impact on the consumption decision.  
A) True  
B) False  

**Question 1448**

Canada requires tobacco firms to feature graphic health warnings on cigarette packs. In a perception context, this is to try to combat ________ where people no longer pay attention to the warning labels on packets.  
A) selective attention  
B) selective exposure  
C) perceptual defense  
D) perceptual differentiation  
E) perceptual organization  

**Question 1449**

Which of the following tracks the degree of attention paid to the components of viewed advertisements through monitoring electrical impulses produced by the viewer's brain?  
A) UPC codes  
B) Facial EMG  
C) eye-tracking  
D) attitudinal measures  
E) brain wave analysis  

**Question 1450**

In low-risk situations, consumers are likely to engage in complex and extensive information search and evaluation.  
A) True  
B) False  

**Question 1451**

Successful marketers define their markets in terms of ________.
Question 1452

In the COFFEE MINI CASE, Linda attributes her upbeat attitude and alertness to the change in the weather. This is an example of ________.
A) conative attribution
B) utilitarian attribution
C) external attribution
D) internal attribution
E) defensive attribution

Question 1453

In the SHAMPOO MINI CASE, the perceptions of consumers regarding Shimmer shampoo constitutes their ________.
A) cognitive associative learning
B) unconditioned stimulus
C) unconditioned response
D) conditioned response
E) conditioned stimulus

Question 1454

According to the trio-of-basic-needs theory, the trio of basic needs includes ________.
A) achievement, affection, power
B) power, affiliation, and achievement
C) prestige, affiliation, and achievement
D) environment, affection, self-actualization
E) safety, physical satisfaction, social belonging

Question 1455

The principle of ________ suggests people accept or take credit for success, but assign failure to others or outside events.
A) compliance
B) consensus
C) distinctiveness
D) defensive attribution
E) door-in-the-face

Question 1456

Home Depot uses its individual customer purchase history to design customized ads. This is an example of ________.
A) mass marketing
B) countersegmentation
C) geodemographic segmentation
D) psychographic segmentation
E) behavioral targeting

Question 1457

Disney agreed not to feature any smoking in Disney-branded films in an effort to be a good corporate citizen.
A) True
B) False

Question 1458

In the WEIGHT LOSS MINI CASE, the desire to be attractive to women is Peter's ________.
Question 1459
Jake feels that shopping in thrift shops shows a lack of class and sophistication. This attitude would be captured by which of the following multiattribute attitude models?
A) theory-of-reasoned-action model
B) trying-to-consume model
C) attitude-toward-object model
D) attitude-toward-behavior model
E) attitude-toward-the-ad model

Question 1460
Subcultures are ________.
A) vastly different in values and beliefs from dominant American culture
B) static
C) dynamic and evolving
D) mutually exclusive in terms of membership
E) a hindrance to market segmentation

Question 1461
Cues serve to direct consumer drives regardless of whether these cues are consistent with consumer expectations.
A) True
B) False

Question 1462
Egoistic needs can take either an inward or an outward orientation, or both. Outwardly directed ego needs reflect an individual's need for ________.
A) reputation
B) self-esteem
C) personal satisfaction with a job well done
D) self-acceptance
E) independence

Question 1463
________ suggests that the human brain is divided into two distinct cerebral hemispheres that operate together but specialize in the processing of different types of cognitions.
A) Consumer involvement
B) Broad categorization
C) An avatar
D) Hemispheric lateralization
E) Narrow categorization

Question 1464
Differentiate between the levels of cultural norms.

Question 1465
Almost all personal care and grooming products, as well as most clothes, are bought to satisfy ________.
A) safety and security needs
B) physiological needs
C) self-actualization needs
Question 1466

Respondents are most hostile when administered ______ surveys.
A) online
B) telephone
C) focus group
D) mail
E) personal interview

Question 1467

________ parents are very permissive, but provide their children with little or no nurturing during consumer socialization.
A) Rigid
B) Indulgent
C) Neglecting
D) Authoritative
E) Authoritarian

Question 1468

________ suggests that attitudes develop as consumers look at and make judgments about their own behavior.
A) Buyer intention theory
B) Self-perception theory
C) Cognitive dissonance theory
D) Attitude theory
E) Attribution theory

Question 1469

On a percentage basis, which of the following is the fastest-growing American minority?
A) African Americans
B) Asian Americans
C) Latin Americans
D) Eastern European Americans
E) Hispanic Americans

Question 1470

________ is/are defined by computing an index based on three quantifiable variables: income, education and occupation.
A) Social class
B) Psychographics
C) Demographics
D) Personality traits
E) Sociocultural values

Question 1471

Downscale consumers are more brand loyal than upscale consumers because _______.
A) they cannot afford to make mistakes by switching to unfamiliar brands
B) they have loyalty towards companies that target them specifically
C) upscale consumers are never satisfied
D) they have found the brand that satisfies their needs the best
E) intergenerational brand transfer is more prevalent in these households

Question 1472

A ______ advertising strategy involves customizing both the product and communications program.
### Question 1473

_________ is the risk that the time and effort spent in product search may be wasted if the product does not perform as expected.

- A) Time risk
- B) Functional risk
- C) Financial risk
- D) Social risk
- E) Psychological risk


### Question 1474

Self-reliance, self-interest, self-fulfillment, self-esteem, and self-confidence are all exceedingly popular expressions of ________, one of the American core values.

- A) achievement and success
- B) humanitarianism
- C) individualism
- D) materialism
- E) freedom


### Question 1475

Employees should be encouraged to Tweet without guidelines or monitoring for compliance so they feel free to express themselves.

- A) True
- B) False


### Question 1476

Licensing is a marketing strategy that operates on the principle of ________.

- A) product category extensions
- B) repetition
- C) stimulus generalization
- D) product line extensions
- E) stimulus differentiation


### Question 1477

How do marketers assess the effects of mass communications?


### Question 1478

In the COFFEE MINI CASE, Linda’s initial resistance to the idea of trying Sunrise Coffee arises from which of the following multiattribute attitude models?

- A) attitude-toward-the-ad model
- B) trying-to-consume model
- C) attitude-toward-behavior model
- D) attitude-toward-object model
- E) attitude-toward-consumer model


### Question 1479

_________ are physical characteristics of the product itself, such as size, color, flavor, or aroma.

- A) Brand images
- B) Intrinsic cues
- C) Brand personalities

Question 1480
_______ media are the original communications channels that advertisers have used, and include print and broadcast.
A) Symbolic
B) Informal
C) Social
D) Comparative
E) Traditional

Question 1481
Consumers may be able to control consumption by organizing less-structured offerings.
A) True
B) False

Question 1482
Identify strategies that marketers can use to overcome psychological noise.

Question 1483
Google's online display ads vary according to users' profiles or search patterns.
A) True
B) False

Question 1484
Airplanes, radios, TVs, automobiles, fax machines, PCs, videocassette recorders, and the Internet are all examples of dynamically continuous innovations.
A) True
B) False

Question 1485
Which product was criticized for trying to appeal to underage drinkers with a fruit-flavored beverage that was endorsed by the rapper Snoop Dogg, who also mentioned the brand in one of his songs?
A) Miller Lite
B) Budweiser Energy
C) Blast by Colt 45
D) Wodka
E) Four Loko

Question 1486
_______ are personal goals, while _______ are the basic approaches that an individual might take to achieve those goals.
A) Social values; core values
B) Terminal values, instrumental values
C) Cultural values; terminal values
D) Instrumental values; terminal values
E) Core values; cultural values

Question 1487
Nouveau rich consumers believe "toys" that are bought to display wealth publicly (e.g. yachts) are vulgar.
A) True
B) False
### Question 1488
Which of the following is NOT an example of the recent shift in traditional gender roles in product targeting and advertising?
- A) department stores targeting men with grooming products
- B) television shows targeting women
- C) Van Gogh Blue Vodka targeting women
- D) Dove Men+Care
- E) Frito-Lay targeting women

**Answer:** https://biology-forums.com/index.php?topic=651177

### Question 1489
A firm's success in marketing a product or service in a number of foreign countries is likely to be influenced by how similar the beliefs, values, and customs are that govern the use of the product in the various countries.
- A) True
- B) False

**Answer:** https://biology-forums.com/index.php?topic=652513

### Question 1490
Advertising to children is subject to self-regulation according to guidelines developed by ________.
- A) Commercial Alert
- B) the Federal Trade Commission
- C) the Federal Communications Commission
- D) the Department of Health and Human Services
- E) the Children's Advertising Review Unit

**Answer:** https://biology-forums.com/index.php?topic=652677

### Question 1491
A consumer who selects the product with the highest overall rating when considering all its attributes has used a(n) ________.
- A) lexicographic decision rule
- B) affect referral decision rule
- C) disjunctive decision rule
- D) conjunctive decision rule
- E) cognitive decision rule

**Answer:** https://biology-forums.com/index.php?topic=652595

### Question 1492
In consumer research, ________ is new research especially designed and collected for purposes of a current research problem.
- A) positivism
- B) experimentation
- C) negativism
- D) secondary information
- E) primary research

**Answer:** https://biology-forums.com/index.php?topic=652776

### Question 1493
Innovators, early adopters, early majority, late majority, and laggards are all ________.
- A) diffusion stages
- B) communications theories
- C) adopter categories
- D) innovation strategies
- E) marketing strategies

**Answer:** https://biology-forums.com/index.php?topic=651784

### Question 1494
Talk about Freud’s psychoanalytic theory of personality. How do the three systems he proposed interact?

**Answer:** https://biology-forums.com/index.php?topic=651950

### Question 1495
The South and Midwest prefer white soft bread; the East and West coasts prefer firmer breads. This is an indication that marketers must recognize _______ subcultures.

A) ethnic  
B) racial  
C) demographic  
D) geographic  
E) nationality


Question 1496

A _______ score increases as the Twitter starts conversations and inspires social actions.

A) heuristic  
B) key informant  
C) self-designating  
D) sociometric  
E) Klout


Question 1497

Vacuum cleaner manufacturers should conduct research on children who perform housekeeping chores by themselves in their roles as _______.

A) deciders  
B) gatekeepers  
C) buyers  
D) maintainers  
E) preparers


Question 1498

Marketers measure their communications' _______, or whether the message was received, understood and interpreted correctly.

A) persuasion effects  
B) sales effects  
C) indirect effects  
D) net income effects  
E) direct effects


Question 1499

The study that identified intra-country segments with respect to how a country's citizens view global brands characterized _______ as the individuals who use a company's global success as an indication of product quality and innovativeness, and are concerned that a firm acts in a socially responsible manner.

A) Global Citizens  
B) Global Dreamers  
C) Antiglobals  
D) Global Agnostics  
E) Global Zealots


Question 1500

According to _______, discomfort occurs when a consumer holds conflicting thoughts about a belief or an attitude object.

A) attitude-change strategies  
B) attitude research  
C) cognitive dissonance theory  
D) attribution theory  
E) self-perception theory


Question 1501

The degree of reference group influence on purchase decisions is higher for shaving cream than it is for an expensive watch.

A) True  
B) False
Question 1502

________ is a statement or slogan that describes a company's character without referring to its specific branded products.

A) Positioning against competition  
B) Umbrella positioning  
C) Un-owned perception positioning  
D) Key attribute positioning  
E) Premier position


Question 1503

Repeat purchase usually signifies that the product meets with the consumer's approval and that he or she is willing to use it again and in larger quantities.

A) True  
B) False


Question 1504

In a consumption-oriented society, such as that of the United States, the core value of ________ often means the acceptance of change, new products, or services designed to fulfill unsatisfied needs.

A) progress  
B) achievement and success  
C) activity  
D) freedom  
E) material comfort


Question 1505

The PRIZM® "Accumulated Wealth" segment shies away from buying conspicuous luxury goods because they regard them as in poor taste/showing off money.

A) True  
B) False


Question 1506

Several years ago, after inaccurately advertising that Listerine prevented colds, the FTC required Listerine to run a second set of ads that pointed out to consumers that the previous advertising claim was false. This second set of ads is known as ________.

A) deceptive advertising  
B) corrective advertising  
C) stimulus generalization  
D) truth-in-advertising  
E) advertorial content


Question 1507

Attitude-toward-object, attitude-toward-behavior, and theory-of-reasoned-action models are examples of ________.

A) self-perception theories  
B) attitude-change strategies  
C) buyer intention scales  
D) tricomponent attitude models  
E) multiattribute attitude models


Question 1508

In the TOASTER MINI CASE, which of the following is most likely true of Ruth's son?

A) He is better-equipped to differentiate between ads and regular programming, even if characters from the show he is currently watching appear in the ad.  
B) He will always recognize the difference between factual claims and puffery in advertising.  
C) He is likely to be more skeptical of advertising than an adult would be.

D) He is more likely than an adult to imitate the behavior he sees in an advertisement.
E) He is likely to see significantly fewer ads for snack foods aired during his programming than does the average adult.

Question 1509
The central tenet of ________ is that consumers are not always consciously aware of why they make the decisions they do.
A) complaint analysis
B) test marketing
C) motivational research
D) controlled experimentation
E) attitudinal research

Question 1510
In the WEDDING MINI CASE, Susan learns about appropriate invitation wording and style through ________.
A) enculturation
B) acculturation
C) technical learning
D) formal learning
E) informal learning

Question 1511
What is the fastest-growing American minority?
A) Russian Americans
B) Hispanic Americans
C) Asian Americans
D) Pacific Islanders
E) African Americans

Question 1512
In the TISSUE MINI CASE, which of the following is most likely to be used to track the sales effects of the promotional campaign?
A) Facial EMG
B) UPC codes
C) Likert scales
D) attitudinal measures
E) brain wave analysis

Question 1513
If a cell phone company, Mobile Power, offers a warranty on their phones as an assurance their phones will perform as expected, it is likely an attempt to help mitigate consumers’ perception of ________.
A) financial risk
B) functional risk
C) physical risk
D) psychological risk
E) social risk

Question 1514
In the HEADACHE MINI CASE, the woman shown in the television ad demonstrates that Fast Relief is helping relieve her headache by using ________.
A) corrective communication
B) interpersonal communication
C) nonverbal cues
D) verbal cues
E) celebrity endorsement

Question 1515

When segmenting women who work outside the home, the ________ has a number of degrees, is trying to evolve an identity that is more than being a wife and a mother, uses clothing and supplemental products to seek prestige beauty, and spends time with children doing things that please both the children and herself.

A) Plan-to-Work Housewife  
B) Independent Woman  
C) Just-a-Job Working Woman  
D) Mom Achiever  
E) Alpha Goddess  


Question 1516

Successful positioning focuses on communicating the ________.

A) retail shelf space the product should occupy  
B) distinct benefits that the product provides  
C) competing offerings that are available  
D) segments that the company views as prospective customers  
E) product instructions for use  


Question 1517

Data collected by government bodies or their agencies, such as census or economic data, is an example of ________.

A) test market data  
B) focus group data  
C) external secondary data  
D) primary data  
E) internal secondary data  


Question 1518

In the context of marketing, the most important role of the family is ________.

A) intergenerational brand transfer  
B) socialization of family members  
C) parental socialization  
D) shared shopping experience  
E) peer socialization  


Question 1519

Much like traditional television advertising, digital technologies allow for two-way interactive exchanges between customers and marketers.

A) True  
B) False  


Question 1520

Which of the following is NOT one of the most widely used platforms to transmit social messages?

A) social networks  
B) mobile phones  
C) branded blogs and micro-blogs  
D) intranet wikis  
E) widgets, games and apps  


Question 1521

Products that are used in private are diffused more easily than products that have a high degree of social visibility.

A) True  
B) False  

Question 1522
Identify and describe each of the five adopter categories.

Question 1523
When Breyers sells Oreo Cookies and Cream ice cream, Breyers purchases ground Oreo cookies for inclusion in the ice cream and prominently displays the Oreo name on its packaging. This is an example of ________.
A) chunking
B) family branding
C) modeling
D) licensing
E) shaping

Question 1524
Identify and briefly describe five of the factors that determine customer satisfaction with online websites and merchants while shopping online.

Question 1525
Alfred Adler, a neo-Freudian theorist, believed that ________.
A) unconscious needs and drives are at the heart of human motivation
B) personality is measured in terms of specific psychological characteristics called traits
C) human beings are seeking to attain various rational goals, which he called style of life
D) people continuously attempt to establish significant and rewarding relationships with others
E) personality is largely impacted by child-parent relationships and the individual's desire to conquer feelings of anxiety

Question 1526
Technological fear includes fear of technical complexity, fear of rapid obsolescence, fear of social rejection, and fear of physical harm.
A) True
B) False

Question 1527
Differentiate between the four parental styles and their respective attitudes towards advertising, consumption and yielding to children's buying requests.

Question 1528
The majority of Hispanic Americans speak only Spanish.
A) True
B) False

Question 1529
The proportion of non-Hispanic/Caucasian whites in the U.S. population is projected to ________ over the next several decades.
A) diffuse
B) dramatically rise
C) increase
D) decrease
E) remain at same level

Question 1530
Which of the following global consumer market segments considers material things to be extremely important?
A) strivers
B) devouts
C) fun seekers
D) creatives
E) intimates

**Question 1531**

Families in the parenthood stage are an important market for luxury goods, new automobiles, expensive furniture, and vacations to faraway places.
A) True
B) False

**Question 1532**

The key basis for message credibility is ________.
A) the synergies between the brand spokesperson and the product itself
B) the medium in which the message is delivered
C) the time of day at which the message is delivered
D) the ability of the product, service, or brand to deliver consistent quality, value, and satisfaction to consumers
E) the rate of repetition of the advertisement

**Question 1533**

How does consumer behavior change among Hispanic consumers as they acculturate?

**Question 1534**

Marketers can take advantage of people's frustrations by portraying their products as means to resolve a particular set of frustrations.
A) True
B) False

**Question 1535**

Ben has a positive attitude toward Nova Hiking Gear because a pair of Nova hiking boots he owns have proven to be very durable and to provide good support during long hikes. Ben has formed this attitude based on the boots' ________.
A) utilitarian function
B) intention function
C) knowledge function
D) ego-defensive function
E) value-expressive function

**Question 1536**

In the MUSEUM MINI CASE, the museum's approach to promoting its new children's programming is best described as ________.
A) concentrated marketing
B) demographic segmentation
C) countersegmentation
D) mass marketing
E) narrowcasting

**Question 1537**

Marketers encode messages by using words, pictures, symbols, spokespersons and special channels.
A) True
B) False

**Question 1538**

Attitudes stemming from ________ are more confidently held, more enduring, and more resistant to competitors' messages than attitudes originating from promotional messages only.
A) television advertisements
B) endorsers
Question 1539

The first set of people who purchase a new product are called early adopters.
A) True
B) False

Question 1540

Define consumer behavior. What is the scope of consumer behavior?

Question 1541

________ in the form of competing advertising messages or distracting thoughts can impact the reception of a promotional message.
A) Symbolic exposure
B) Psychological noise
C) Informal exposure
D) Selective exposure
E) Symbolic noise

Question 1542

Gino's Italian Bistro offers all patrons a free after-dinner drink. This is an example of a ________ reward schedule.
A) systematic
B) variable ratio
C) random
D) fixed ratio
E) continuous

Question 1543

According to Maslow, once a lower-level need is met, it never becomes dominant again.
A) True
B) False

Question 1544

Intimates are consumers focused on relationships close to home, such as spouses, significant others, family, and friends.
A) True
B) False

Question 1545

Of the four Ps of the marketing mix, promotion includes ________.
A) discounts
B) public relations
C) warranties
D) product size
E) payment methods

Question 1546

In the consumer decision-making process, the ________ stage focuses on how consumers make decisions.
A) analysis
B) evaluation
C) input
**Question 1547**

Relative to Hispanic and African American households, Asian American households are more likely to ________.
A) prefer English language ads
B) be similar to each other
C) have Internet access
D) have more buying power as a segment
E) have low incomes

**Answer:** https://biology-forums.com/index.php?topic=652336

**Question 1548**

Learning based on mental activity is called ________.
A) vicarious learning
B) massed learning
C) passive learning
D) cognitive learning
E) distributed learning

**Answer:** https://biology-forums.com/index.php?topic=652114

**Question 1549**

Identify the three dimensions underlying consumers’ engagement in e-wom.

**Answer:** https://biology-forums.com/index.php?topic=651822

**Question 1550**

In addition to the four basic components of sender, receiver, medium, and message, ________ is the fifth essential component of communication.
A) transfer
B) creativity
C) stimulation
D) feedback
E) expression

**Answer:** https://biology-forums.com/index.php?topic=651497

**Question 1551**

Bob wants to save electricity and considers energy-efficient light bulbs. He finds that the light they emit is too faint to be acceptable, and so he returns to using less energy-efficient bulbs. Bob made his bulb choice using a(n) ________.
A) compensatory decision rule
B) noncompensatory decision rule
C) effective decision rule
D) cognitive decision rule
E) affective decision rule

**Answer:** https://biology-forums.com/index.php?topic=652590

**Question 1552**

In the PARTY BEER MINI CASE, Party Beverages’ advertisements suggest that Party Beer will satisfy which step in Maslow's hierarchy of needs?
A) ego needs
B) power needs
C) physiological needs
D) achievement needs
E) social needs

**Answer:** https://biology-forums.com/index.php?topic=651358

**Question 1553**

Which media type reaches geographic, demographic and interest-focused groups with relatively precise targeting and visually high-quality ads that have high credibility, long message life, and increased exposure due to pass-along readership?
A) radio
B) magazines
C) interactive television
Question 1554
What is stealth marketing and how does it impact consumers perceptions of product information?

Question 1555
Consumers believe that the more people who purchase a brand, the higher the brand's quality, which often results in a global brand being able to command a premium price.
A) True
B) False

Question 1556
Cross-cultural analysis determines the extent to which the consumers of two or more nations are similar or different.
A) True
B) False

Question 1557
In the CRUISE MINI CASE, of the eight VALS segments, Sunshine is most likely targeting ________ with its new Adventure Cruises.
A) Makers
B) Survivors
C) Experiencers
D) Believers
E) Strivers

Question 1558
Products and brands have symbolic value for individuals, who evaluate them on the basis of their consistency with their personal pictures of themselves.
A) True
B) False

Question 1559
How much did the United States spend on mobile advertising in 2012?
A) $1.3 billion
B) $1.7 billion
C) $2.3 billion
D) $4.3 billion
E) $6.43 billion

Question 1560
Provide an example of how a demographic variable has been used to position a product to a target market.

Question 1561
Which of the following is true of Hispanic-American households?
A) Hispanic Americans are less likely to live in an extended family household.
B) The majority of all Hispanic Americans under the age of 18 living in the United States were born in Latin America.
C) Hispanic Americans spend more time caring for their children.
D) Hispanic Americans tend to be members of smaller families.
E) Hispanic American households are less likely to contain children.
Question 1562

Most marketers prefer to target consumer segments that are relatively ________.
A) unpredictable
B) stable in terms of consumption patterns
C) expensive to pursue
D) small
E) inaccessible

Question 1563

In the PEN MINI CASE, the study described is best characterized as a(n) ________.
A) quantitative study
B) exploratory study
C) qualitative study
D) secondary study
E) consumer panel

Question 1564

Which of the following is one of the measures of one's degree of influence on Twitter?
A) the Twitter's number of followers
B) the extent to which one's tweets are reference or cited
C) the number of people following the followers
D) the frequency of updating tweets
E) all of the above

Question 1565

If the purpose of a research study is to get new ideas, then a ________ is often undertaken; alternatively, if descriptive information is sought, then some form of ________ is likely to be undertaken.
A) motivational study; quantitative study
B) motivational study; descriptive study
C) quantitative study; qualitative study
D) qualitative study; motivational study
E) qualitative study; quantitative study

Question 1566

Unfilled needs lead to ________, which spurs learning.
A) motivation
B) reinforcement
C) response
D) cues
E) feedback

Question 1567

Deborah is married and has a career. She multitasks and teaches her children how to become good consumers. She lets them learn from experience and make buying mistakes. When characterizing mothers' socialization-related attitudes, Deborah would be categorized as a ________.
A) Struggler
B) Nurturer
C) Protector
D) Balancer
E) Stoic

Question 1568

One of the benefits of impression-based ads is receivers can view and rotate images, click on links for detailed information about the products, and compare brands.
Question 1569

Someone who donates $10 to Amnesty International might be persuaded to donate a much larger amount when properly approached because that person may decide that he or she is the kind of person who makes such charitable donations. This demonstrates the basic premise of the ________.
A) attribution technique  
B) dual mediation technique  
C) door-in-the-face technique  
D) consensus technique  
E) foot-in-the-door technique

Question 1570

A marketer uses ________ to increase the acceptance and persuasiveness of their advertising communications, resulting in their use in an estimated 80% of all ads.
A) negative frames  
B) timeliness appeals  
C) fear appeals  
D) comparative appeals  
E) humor appeals

Question 1571

Past experience is considered a(n) ________ source of information.
A) external  
B) internal  
C) risky  
D) limited  
E) irrelevant

Question 1572

While Julia is watching television, she is faced with the clutter of nine successive commercial messages during a program break. The marketer who is running the second ad in the series is unlikely to communicate effectively with Julia because the other eight ads are ________.
A) selective exposure  
B) figurative noise  
C) symbolic noise  
D) psychological noise  
E) informal noise

Question 1573

Social media depend on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content.
A) True  
B) False

Question 1574

_________ is the number of alternatives and the amount of information available for each alternative.
A) Time constraint  
B) Psychological field  
C) Task complexity  
D) External source  
E) Information organization

Question 1575
Individuals who belong to a segment that is self-centered and concerned with values such as self-respect and a comfortable life are likely to be involved in domestic-oriented activities and are reluctant to try new products.
A) True
B) False

Question 1576

Local adaptation of marketing material only involves translating web pages into the local language.
A) True
B) False

Question 1577

The principle of redundancy suggests marketers should repeat exposures to advertising messages to overcome psychological noise and facilitate message reception.
A) True
B) False

Question 1578

Radio is an example of an interpersonal medium.
A) True
B) False

Question 1579

When consumers give themselves credit for the outcome of a behavior, they are engaging in ________.
A) objective attribution
B) internal attribution
C) subjective attribution
D) defensive attribution
E) external attribution

Question 1580

________ is the customer’s view of the value that he or she receives from the purchase.
A) Value price
B) Perceived price
C) Differential price
D) Efficiency price
E) Reference price

Question 1581

The marketing concept as we know it is always consistent with society’s well-being and best interests.
A) True
B) False

Question 1582

In the RENTAL CAR MINI CASE, Rosetta focuses on vacation travelers, as opposed to business travelers. Dividing the market in this way is known as ________.
A) sociocultural segmentation
B) psychological segmentation
C) geographic segmentation
D) psychographic segmentation
E) demographic segmentation
Question 1583

All consumer decision-making situations require the same degree of information search.
A) True
B) False

Question 1584

In cases of ________, the consumer needs a great deal of information to establish a set of criteria on which to judge specific brands and a correspondingly large amount of information concerning each of the brands to be considered.
A) extensive problem solving
B) economic problem solving
C) limited problem solving
D) passive problem solving
E) routinized response behavior

Question 1585

Which of the following is true of African Americans in relation to marketing and media?
A) Few African Americans believe that most advertising is targeted to white people.
B) African American adults tend to place a great deal of trust in African American-centric media.
C) African Americans typically spend less time watching television than Caucasians.
D) Major advertisers targeting the African American market find specialized agencies to provide no benefit over general advertising agencies.
E) Personal grooming and food products targeted to African Americans are best advertised through mass media.

Question 1586

Downscale consumers often spend a higher percentage of their available incomes on ________ than do their middle-class counterparts.
A) entertainment
B) housing
C) food
D) education
E) clothing

Question 1587

Provide three specific examples of how the Internet and related technologies improve marketing transactions by adding value that benefits marketers and/or customers.

Question 1588

_______ refers to the fact that consumers believe the more people who purchase a brand, the higher the brand's quality and that consumers believe global brands develop new products and technologies faster than local brands.
A) Glocal branding
B) Global myth
C) Country of origin
D) Quality signal
E) Social responsibility

Question 1589

The image and unique identity of a product, service or brand in consumers' minds is called its ________.
A) imposition
B) target
C) position
D) perception
E) segment
Question 1590

The ________ is a widely used self-administered value inventory that is divided into terminal and instrumental value items.

A) Chapin’s Value Structure Scale
B) Attitude Toward Helping Others Scale
C) VALS
D) List of Values
E) Rokeach Value Survey


Question 1591

Marketers should observe differences in language and meaning, differences in market segmentation opportunities, and differences in consumption patterns, among others, when they conduct cross-cultural analysis.

A) True
B) False


Question 1592

In ________ tests, the consumer is shown an ad and asked whether he or she remembers seeing it and can remember any of its salient points.

A) low involvement processing
B) discrimination
C) brand loyalty
D) recall
E) recognition


Question 1593

In the JUICE MINI CASE, Fruit Fusions places its advertisements in magazines focused on health and wellness under the assumption that people reading such magazines are interested in health foods and are more likely to seek out information about Fruit Fusions from the advertisements than consumers reading a magazine focused on news and entertainment. This phenomenon is known as ________.

A) selective exposure
B) selective organization
C) perceptual defense
D) perceptual blocking
E) the contrast effect


Question 1594

________ consist of messages sent via channels that are not owned by the marketers, who pay for using the channels.

A) Earned social media
B) Exclusive social media
C) Owned social media
D) Paid social media
E) Covert social media


Question 1595

Purchasing Advil represents ________ because consumers have experience with over-the-counter pain relievers and do not need to establish the criteria for evaluating them.

A) high involvement purchase behavior
B) extensive problem solving
C) impulse purchase behavior
D) partial problem solving
E) routinized response behavior


Question 1596

When consumers receive too much information and then find it difficult to encode and store it, ________ occurs.

A) chunking
B) encoding

C) information overload
D) short-term store purging
E) long-term store purging

**Question 1597**

An ad for a new allergy medication includes a bar graph which demonstrates the product's superiority by contrasting its allergy symptom relief abilities with other allergy medications. This is consistent with which basic motivational functions?

A) the intention function
B) the value-expressive function
C) the knowledge function
D) the ego-defensive function
E) the utilitarian function

**Question 1598**

It is difficult to overthrow a brand leader once stimulus discrimination has occurred because the leader has had a longer period to teach consumers to associate the brand name with the product. In general, the longer the period of learning, ________.

A) the more likely the consumer is to generalize
B) the less likely the consumer is to discriminate
C) the more likely the consumer is to engage in vicarious learning
D) the more diverse the evoked set
E) the more likely the consumer is to discriminate

**Question 1599**

The ________ category tends to perceive little risk in adopting new products. These consumers are even willing to pay high prices for newly introduced products because they enjoy being the first to own them.

A) laggard
B) early adopter
C) early majority
D) innovator
E) late majority

**Question 1600**

When the Kaplan Bar Review course tells prospective law students they can "conquer the bar" or achieve a goal by taking the Kaplan course, they are trying to trigger a product-specific goal.

A) True
B) False

**Question 1601**

Which of the following is NOT one of the elements of social media?

A) Social networks create interactions among group members via discussion boards and content sharing.
B) Friends are trusted members of the social network.
C) Groups within social networks help users find people with similar interests.
D) Profiles let consumers tell others about themselves.
E) All of the above are elements of social media.

**Question 1602**

Comments of a friend, an editorial in the newspaper, and usage of a product by a family member are examples of ________.

A) policy factors
B) output factors
C) process factors
D) marketing inputs
E) sociocultural inputs
Question 1603
Which of the following is NOT one of the motivations of opinion leaders?
A) reduce search and shopping time
B) show off expertise
C) reduce post-purchase dissonance
D) gain attention from others
E) gain experience converting others

Question 1604
Cookies are used to track who is interested in what online and sold on exchanges like ________ to other companies who are interested in targeting people based on their interests.
A) cheapair.com and Hilton
B) eXelate and BlueKai
C) informationex.com
D) IdeaLog.com
E) Amazon.com

Question 1605
Gifting behavior includes gifts we give because we want to and gifts we give out of obligation.
A) True
B) False

Question 1606
The ________ is the initiator of communication.
A) medium
B) message
C) feedback
D) receiver
E) sender

Question 1607
Changing attitudes according to their applicable consumer motivations is known as the functional approach.
A) True
B) False

Question 1608
Differentiate between behavioral and attitudinal brand loyalty. What are the implications of each for a marketer?

Question 1609
When Amazon buyers find books instantly, read sample pages and reviews posted by other readers, and begin reading purchased books within minutes after placing their orders, Amazon collects information about what books they looked at, the sample pages and reviews they clicked on, and the time spent on each activity. This is an example of a value exchange.
A) True
B) False

Question 1610
Harley-Davidson motorcycle owners who go so far as getting Harley tattoos and VW Beetle owners who give their cars names and stroke them with affection are examples of brand zealots.
A) True
B) False
Question 1611
What are the steps to design a social media campaign?

Question 1612
Individuals who try a brand without any inducements or individuals who buy a brand repeatedly are more likely to consider that they buy the brand because they like it, rather than because it was free or on sale.
A) True
B) False

Question 1613
Emotionally charged states can enhance or amplify positive or negative experiences and impact later recollections of such experiences and future behavior.
A) True
B) False

Question 1614
A ________ is anything that represents something else.
A) custom
B) belief
C) symbol
D) value
E) more

Question 1615
The amount of risk perceived depends on the specific consumer.
A) True
B) False

Question 1616
In the WEIGHT LOSS MINI CASE, when Peter decides that he prefers fruit to potato chips with his lunch, this is an example of a(n) ________.
A) approach goal
B) biogenic goal
C) avoidance goal
D) primary goal
E) substitute goal

Question 1617
________ represents the biggest challenge in constructing questionnaires.
A) Wording questions
B) Reaching the appropriate respondents
C) Identifying appropriate respondents
D) Deciding on a delivery method
E) Sequencing questions

Question 1618
Parents with complaints about advertising to children should contact ________.
A) the Federal Communications Commission
B) the Department of Homeland Security
C) Commercial Alert
D) the Department of Health and Human Services
E) the Children’s Advertising Review Unit
Question 1619
Relative ________ is a measure of the amount of economic assets an individual possesses.
A) wealth
B) prestige
C) social status
D) power
E) affluence

Question 1620
Alice needs a new cell phone, but is anxious about which phone she should buy. Many of her friends own popular phone models but complain about lost calls, short battery life, and poor predictive text functionality. While she has identified several attractive phone models, she doesn’t feel like she can really try the phones out in such an artificial setting and is nervous that she might pick a phone that doesn’t work as well as she had hoped. Alice perceives ________ associated with the purchase of a new phone.
A) functional risk
B) financial risk
C) psychological risk
D) social risk
E) time risk

Question 1621
The greeting card industry capitalizes on occasions to sell products; this is a perfect example of ________ segmentation.
A) usage situation
B) lifestyle
C) geographic
D) benefit
E) demographic

Question 1622
In the COFFEE MINI CASE, Linda’s new attitude toward, and repeat patronage of Sunrise Coffee is a function of the ________ of the tricomponent attitude model.
A) defensive component
B) cognitive component
C) utility component
D) affective component
E) conative component

Question 1623
Long stays and repeat visits to a product's website are not related to high levels of product and purchase involvement or purchase intentions.
A) True
B) False

Question 1624
In the RYAN'S RUNNERS MINI CASE, which of the following is most likely to represent the unique selling proposition at Ryan's Runners?
A) At Ryan's Runners, runners can find high quality products and get recommendations from employees who share their passion for running.
B) Ryan’s Runners is the price leader in running gear.
C) Ryan's Runners is a place where all athletes can find all the equipment they need for the sport of their interest.
D) Ryan's Runners offers the widest selection of athletic shoes in town.
E) all of the above

Question 1625
The ________ constitutes the first half of the "mass market" of consumers who would purchase a somewhat-established product.
A) laggard
B) innovator
C) early adopter
D) early majority
E) late majority

Question 1626

________ are considered to be largely family oriented, highly industrious, and strongly driven to achieve a middle-class lifestyle.
A) Asian Americans
B) Hispanic Americans
C) African Americans
D) Latin Americans
E) Eastern European Americans

Question 1627

According to Maslow, individuals seek to satisfy higher-level needs before lower-level needs emerge.
A) True
B) False

Question 1628

Referral programs, which offer rewards to current members who convince others to join, are an important element of ________.
A) aspirational groups
B) friendship groups
C) shopping groups
D) advocacy groups
E) virtual communities

Question 1629

Consumers are more likely to view price as an indicator of quality if ________.
A) they are experts
B) they are confident in their ability to make the product or service choice
C) they have little information to go on
D) they are familiar with the product or service
E) they are familiar with the store where the product is purchased

Question 1630

Surveys take several forms. Which of the following is the most expensive interview method?
A) email surveys
B) personal interview surveys
C) online surveys
D) mail surveys
E) telephone interview surveys

Question 1631

Which of the following is an example of how the Internet affects prices and distribution?
A) Marketers are using smartphone apps to target shoppers in stores who are looking for information about products.
B) Consumers use smart phones to compare prices as they shop, leading to price matching guarantees from retailers.
C) Amazon installed Amazon Lockers in grocery, convenience and drugstores that accept packages for customers to pick up later.
D) Apple distributes iBooks via its digital bookstore, reducing prices of high school textbooks by almost 90%.
E) all of the above

Question 1632

If a first request for a $1,000 contribution to your university's alumni foundation is followed by a second, less costly request for $150, the person soliciting the funds may be using the door-in-the-face technique.
Question 1633
Billy tries to convince his mother to buy him a new set of markers by suggesting that he will be good and clean his room if she purchases the markers for him. This is an example of which of the following tactics used by children to influence their parents?
A) consultation tactic
B) coalition tactic
C) inspirational appeal
D) rational persuasion
E) exchange tactic

Question 1634
Feedback from mass communication is generally direct.
A) True
B) False

Question 1635
Trait theory is different from the Freudian and neo-Freudian movements mainly because ________.
A) it is primarily quantitative
B) it is a very old theory
C) it is more subjective
D) it is very recent
E) it is primarily qualitative

Question 1636
When anthropologists immerse themselves in the environment under study, this technique is called ________.
A) value measurement
B) depth interviews
C) field observation
D) content analysis
E) group observation

Question 1637
The process and tools used to study consumer behavior are characterized by the term ________.
A) consumer research
B) data collection
C) marketing communication
D) data analysis
E) consumer complexes

Question 1638
Opinion leadership tends to be ________.
A) price-point specific
B) category specific
C) brand specific
D) culturally specific
E) universal

Question 1639
Consumers subconsciously screen out stimuli that they find psychologically threatening, even though exposure has already taken place. This is consistent with the perception factor of ________.
A) selective attention
B) selective exposure
C) perceptual defense
D) perceptual differentiation
E) perceptual organization

**Question 1640**

Needs that we learn in response to our parents, social environment, and interactions with the environment are called ________ needs.
A) biogenic
B) innate
C) psychological
D) primary
E) acculturated

**Question 1641**

________ are consumers who use coupons or sales to decide among brands and products that fall within their evoked set.
A) Bottom-line price shoppers
B) Deal hunters
C) Opportunistic switchers
D) Cherry pickers
E) Practical loyalists

**Question 1642**

In the ECOLITE MINI CASE, when EcoLite hires actors to pose as customers telling people about the car's benefits, it is engaged in ________.
A) covert marketing
B) viral marketing
C) deceptive advertising
D) an FTC violation
E) social marketing

**Question 1643**

The sociometric method of measuring opinion leadership captures person-to-person communications about a product or brand among members of a community where most people know each other by name.
A) True
B) False

**Question 1644**

When consumers evaluate concrete attributes of a product, such as performance and durability, they rely less on price and brand name as indicators of quality than when they evaluate the product's prestige and symbolic value.
A) True
B) False

**Question 1645**

Cigarette marketers must use ________ carefully because some research indicates the higher their intensity, the less likely they are to persuade the consumer.
A) comparative appeal
B) fear appeal
C) humor appeal
D) negative frame
E) timeliness appeal

**Question 1646**

Increasing the number of repetitions of a message increases the message's retention, without any known satiation point.
A) True
Question 1647
Not-for-profit sources generally have more credibility than for-profit sources.
A) True
B) False

Question 1648
Users "pay" for the Facebook service by providing Facebook with data about their interests, hobbies, activities, opinions, shopping, friendships, and social contacts.
A) True
B) False

Question 1649
Celebrity-credibility includes the audience's perceptions of the celebrity's ________ and ________.
A) charisma; talent
B) fame; trustworthiness
C) fame; talent
D) expertise; trustworthiness
E) expertise; charisma

Question 1650
Customer satisfaction is a function of customer expectations.
A) True
B) False

Question 1651
Identify the characteristics of effective social media campaigns.

Question 1652
Which of the following does NOT enhance the credibility of a salesperson?
A) driving an expensive, late-model car
B) outward signs of success
C) dressing the part of an expert
D) looking the customer/prospect in the eye
E) All of the above enhance the credibility of a salesperson.

Question 1653
In the FAST FOOD MINI CASE, Continental Foods' launch strategy for its new salsa and tortilla chip lines is an example of ________.
A) positioning
B) passive learning
C) shaping
D) vicarious learning
E) massed learning

Question 1654
Customer profitability-focused marketing ________.
A) continually updates the product without regard to the needs of the consumer
B) minimizes the cost of production in order to offer the product at the best price possible
C) aggressively markets products to consumers who do not necessarily think that they need the product
D) tracks costs and revenues of individual customers and then categorizes those consumers into tiers based on consumption behaviors that are
specific to the company's offerings
E) invests money in attracting customers that are very sensitive to price and are not loyal to any given brand

Question 1655
As sensory input ________, our ability to detect changes in input or intensity ________.
A) increases; increases
B) remains constant; decreases
C) decreases; remains constant
D) decreases; increases
E) increases; remains constant

Question 1656
Feedback from ads placed in traditional media is usually delayed and often of limited use.
A) True
B) False

Question 1657
The personal cultural orientation that questions whether the consumer avoids talking to strangers and prefers a routine is ________.
A) Risk Aversion
B) Interdependence
C) Power
D) Social Inequality
E) Masculinity

Question 1658
Another term for psychographic characteristics is ________.
A) lifestyles
B) benefits sought
C) use-related factors
D) age
E) use-situation factors

Question 1659
Researchers often present respondents with a list of products or product attributes for which they are asked to indicate their relative feelings or evaluations. The instruments most frequently used to capture this evaluative data are called ________.
A) metaphor analyses
B) attitude scales
C) mechanical observations
D) consumer panels
E) focus groups

Question 1660
_______ occurs when a product's performance is below expectations and the consumer is dissatisfied.
A) Positive disconfirmation of expectations
B) Reverse dissonance
C) Negative disconfirmation of expectations
D) Brand loyalty
E) Postpurchase analysis

Question 1661
The three drivers of successful relationships between marketers and customers are customer value, high levels of customer satisfaction, and customer retention.
A) True
Question 1662

The transmission of a message from a sender to a receiver via a medium of transmission is known as ________.

A) communication  
B) feedback  
C) stimulation  
D) expression  
E) transfer  


Question 1663

How individuals react to a drive or cue constitutes their ________.

A) perceptual organization  
B) learning  
C) motivation  
D) response  
E) reinforcement  


Question 1664

People with a high ________ tend to be more self-confident, enjoy taking calculated risks, actively research their environments, and value feedback.

A) need for affection  
B) need for achievement  
C) need for affiliation  
D) need for power  
E) need for prestige  


Question 1665

Socially responsible activities can result in ________.

A) improved corporate image among the financial community  
B) increased sales  
C) improved corporate image among consumers  
D) all of the above  
E) none of the above  


Question 1666

What steps are involved in the positioning process?


Question 1667

Identify the three components of the decision-making process. In your response, please provide an example of what someone who was in the market for a new television might do at that stage in the process.


Question 1668

In the COOKING OIL MINI CASE, the Value Mart focus group research format is best described as a ________.

A) motivational study  
B) descriptive study  
C) quantitative study  
D) behavioral study  
E) qualitative study  


Question 1669

Which of the following factors does NOT make a one-sided message more effective than a two-sided message.
A) The audience is critical.
B) The audience is not likely to hear an opposing argument.
C) The audience uses the advertiser's products.
D) The audience initially favors the communicator's position.
E) All of the above make a one-sided message more effective than a two-sided message.

**Question 1670**

In a consumer behavior context, a(n) ________ might consist of a well known brand symbol that implies quality, whereas a(n) ________ might consist of new products bearing the well-known symbol.

A) unconditioned response; conditioned response
B) unconditioned stimulus; unconditioned response
C) conditioned stimulus; conditioned response
D) unconditioned stimulus; conditioned stimulus
E) conditioned stimulus; unconditioned stimulus

**Answer:** https://biology-forums.com/index.php?topic=652081

**Question 1671**

A married couple and one or more children constitute a(n) ________.

A) nuclear family
B) life cycle
C) extended family
D) work group
E) friendship group

**Answer:** https://biology-forums.com/index.php?topic=651827

**Question 1672**

_______ parents are very nurturing and highly permissive in respect to consumer socialization.

A) Rigid
B) Indulgent
C) Neglecting
D) Authoritative
E) Authoritarian

**Answer:** https://biology-forums.com/index.php?topic=651843

**Question 1673**

Large inventory levels in one's home pantry could increase the quantity of food one believes is appropriate for a meal.

A) True
B) False

**Answer:** https://biology-forums.com/index.php?topic=652749

**Question 1674**

Consumers' characteristics can be classed as either consumer-intrinsic or consumption-specific. In this context, consumption-specific features are attitudes and preferences toward specific products or buying situations. Examples of consumption-specific features include ________.

A) attitudes toward shopping, benefits sought in products, and frequency of leisure activities
B) demographics, gender, and benefits sought
C) personality traits, awareness of product alternatives, and attitudes toward political issues
D) education, usage situation, and gender
E) personality traits, lifestyles, and income

**Answer:** https://biology-forums.com/index.php?topic=651169

**Question 1675**

Kim finishes a big project for school and treats herself to a coffee and piece of cake at Starbucks. This is an example of ________.

A) interpersonal gifting
B) intercategory gifting
C) intergroup gifting
D) intrapersonal gifting
E) intragroup gifting

**Answer:** https://biology-forums.com/index.php?topic=652605
Question 1676

According to Maslow’s hierarchy of needs, protection, order, and stability are examples of ________.  
A) social needs  
B) safety and security needs  
C) physiological needs  
D) egoistic needs  
E) self-actualization needs  

Question 1677

Need for affiliation, need to be liked by others, and other directedness are examples of _______ variables that increase the likelihood an individual is receptive to group influences.  
A) individual experience  
B) individual personality  
C) group power  
D) conspicuousness  
E) conformity  

Question 1678

Sensory adaptation is of concern to national advertisers, who try to continuously change their advertising campaigns. They are concerned that consumers will _______.  
A) get bored of their competitors’ ads  
B) become more attuned to competing advertising  
C) not understand their ads as intended  
D) get used to their ads  
E) develop positive reactions to their ads  

Question 1679

According to B.F. Skinner, _______.  
A) a person’s level of involvement during message processing is a critical factor in determining which route to persuasion is likely to be effective  
B) conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone  
C) most individual learning occurs in a controlled environment in which individuals are “rewarded” for choosing an appropriate behavior  
D) the kind of learning most characteristic of human beings is problem solving, which enables individuals to gain some control over their environment  
E) each aspect of the marketing mix must reinforce the others if cues are to serve as the stimuli that guide consumer actions in the direction desired by the marketer  

Question 1680

How do mass media senders infer feedback from their messages?  

Question 1681

In the RYAN'S RUNNERS MINI CASE, which of the four elements of the marketing mix does Ryan use to differentiate his store in the marketplace?  
A) place  
B) price  
C) positioning  
D) product/service  
E) promotion  

Question 1682

Ford developed a series of ________, or short videos shown online featuring entertainment centered around its Focus brand, aimed at college students and the active lifestyle.  
A) interactive television(iTV)  
B) advergames  
C) webisodes

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D) out of home media  
E) branded entertainment  

**Question 1683**

In the FOOT CREAM MINI CASE, _______ is the sender of the message.
A) Tom Brown's football team  
B) Athlete's Aid  
C) the television stations that air the commercial  
D) Tom Brown  
E) the National Football Association  

**Question 1684**

Jonas noticed that he got better results from his direct marketing television campaign when his ad appeared first in the series of advertisements. He is likely experiencing the impact of the _______.
A) negative frame  
B) symbolic effect  
C) recency effect  
D) primacy effect  
E) positive frame  

**Question 1685**

Why are firms selling their products all over the world?
A) Overseas markets represent an important opportunity for growth when home markets reach maturity.  
B) Companies seek to take advantage of lower labor costs.  
C) Trade agreements require all companies operating within the agreement nations to have a global plan.  
D) Companies want to gain new production and marketing ideas.  
E) Companies fear competition from "me too" products elsewhere.  

**Question 1686**

The societal marketing concept advocates a short-term perspective in driving for increased market share and quick profits.
A) True  
B) False  

**Question 1687**

The term ________ refers to the age segment of the population that was born between 1946 and 1964.
A) Senior  
B) Baby Boomer  
C) Twixter  
D) Generation Y  
E) Generation X  

**Question 1688**

When a researcher divides the population into mutually exclusive groups (such as age groups), then random samples are drawn from each group, this is known as a _______ sample.
A) quota  
B) systematic random  
C) simple random  
D) stratified random  
E) cluster  

**Question 1689**

Compared with impersonal communications in mass media, a key advantage of interpersonal communications is the ability to obtain immediate feedback through verbal and nonverbal cues.
Question 1690

Many marketers target the generation that is 18 to 34 years old, known as the ________.
A) Generation Z
B) Millennial Generation
C) Baby Boomers
D) Generation X
E) Net Gen

Question 1691

Which of the following is a characteristic of an opinion leader?
A) They belong to different socioeconomic groups than the opinion receivers.
B) They lack self-confidence.
C) They follow new products that come into the markets in the product category.
D) They are withdrawn in social situations.
E) They are part of the early majority in their area of expertise.

Question 1692

One can express ________ by selecting products that friends do not have, or express ________ by purchasing similar or identical products.
A) collectivism; conformity
B) freedom of choice; materialism
C) conformity; individualism
D) materialism; humanitarianism
E) individualism; conformity

Question 1693

Repeated exposure to very thin "ideal" figures in promotional messages leads to negative self-perceptions (particularly in women) and is partially responsible for the increase in eating-related disorders.
A) True
B) False

Question 1694

Showrooming sends promotional alerts to the smartphones of customers who opt-in when the customers enter or near the store.
A) True
B) False

Question 1695

Although Americans deeply embrace freedom of choice and individualism, they nevertheless accept the reality of conformity.
A) True
B) False

Question 1696

________ are the fastest-growing religious affiliation in America.
A) Born-again Christians
B) Roman Catholics
C) Presbyterians
D) Muslims
E) Baptists
Question 1697
In the SMITH MINI CASE, if Pinkerton's chose to send direct mail with different product features to different consumers based on the region of the country, Pinkerton's would be segmenting on the basis of ________ subculture.
A) religious  
B) ethnic  
C) racial  
D) age  
E) geographic

Question 1698
Although it is relatively easy to get information into the consumer's sensory store, it is difficult to make a lasting impression.
A) True  
B) False

Question 1699
_______ is the measure of the total cost of placing the application or ad divided by the number of unique visitors.
A) Unique visitors  
B) Cost per unique visitor  
C) Return visits  
D) Time spent  
E) Page views

Question 1700
The downside of electronic communications is marketers have less ability to gauge the effectiveness of their promotional messages than they did via traditional media outlets.
A) True  
B) False

Question 1701
In the PARTY BEER MINI CASE, Party Beverages' advertisements suggest that Party Beer will satisfy which element of the trio of basic needs?
A) affiliation  
B) self-actualization  
C) power  
D) achievement  
E) affection

Question 1702
In an example of ________, many predict that today's youngest generation, the Eco Boomers, will experience lower living standards than their parents.
A) upward mobility  
B) symbolic consumption  
C) reverse stratification  
D) conspicuous consumption  
E) downward mobility

Question 1703
In the consumer decision-making process, the ________ stage influences the consumer's recognition of a product need.
A) analysis  
B) evaluation  
C) input  
D) process  
E) output
Question 1704
A consumer is most likely to use ________ when buying an expensive, important, or technically complicated product or service for the first time.
A) extensive problem solving
B) economic problem solving
C) limited problem solving
D) passive problem solving
E) routinized response behavior

Question 1705
The societal marketing concept proposes that all companies would be better off in a stronger, healthier society, and that companies that incorporate ethical behavior and social responsibility in all of their business dealings attract and maintain loyal consumer support over the long term.
A) True
B) False

Question 1706
Identify and briefly describe four of the nine metrics used to analyze websites' visits.

Question 1707
For ________ purchases, consumers are more likely to be narrow categorizers, whereas for ________ purchases, consumers are more likely to be broad categorizers.
A) massed; distributed
B) positive reinforcement; negative reinforcement
C) evoked set; shaped
D) brand equity; brand loyalty
E) high involvement; low involvement

Question 1708
Stacy notes that, after her freshman year of college, her daughter is more mature and is willing to listen to points of view other than those with which she agrees. This supports the contention that personality ________.
A) can change
B) is consistent
C) is enduring
D) reflects individual differences
E) is more apparent in childhood than in adulthood

Question 1709
What are some general characteristics of materialistic people?

Question 1710
Fear appeals are unlikely to be effective among persons to score high on the personality variable termed ________.
A) need for cognition
B) promotion-focused
C) dogmatism
D) disgust aversion
E) sensation seeking

Question 1711
_______ is defined as determining the extent to which consumers of two or more nations are similar or different.
A) Comparison analysis
B) Social analysis
C) Psychological analysis
Question 1712

Hank wants a new digital camera and will accept for consideration any camera with greater than 10 megapixel resolution. Hank is using a(n) ________.
A) lexicographic decision rule
B) affect referral decision rule
C) disjunctive decision rule
D) conjunctive decision rule
E) cognitive decision rule

Question 1713

Demographic variables can reveal ongoing trends that signal business opportunities, such as shifts in age and income distribution.
A) True
B) False

Question 1714

When a wine advertiser suggests its wine "has the most unique taste among red wines," it is an example of a(n) ________ claim.
A) scientific
B) neutral
C) objective
D) subjective
E) impartial

Question 1715

When and why do marketers use massed or distributed learning schedules?

Question 1716

Sarah is focused on her family, and often sacrifices her own desires to meet the wants of her children. She trusts well-known companies and brands. When characterizing mothers' socialization-related attitudes, Sarah would be categorized as a ________.
A) Struggler
B) Nurturer
C) Protector
D) Balancer
E) Stoic

Question 1717

If an alumnus considering donating money to his or her MBA program asks how distinctive his contribution would be and whether he would become part of an elite group, he is concerned about consensus.
A) True
B) False

Question 1718

Culture can exist and sometimes reveal itself at different perceived or subjective levels. The ________ level refers to shared core values, customs, personalities, and predispositional factors that tend to capture the essence of the character of the citizens of a particular country.
A) subnational
B) supranational
C) group
D) supernatural
E) national
**Question 1719**

Define and give examples of the five product characteristics that influence the diffusion of innovation.


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**Question 1720**

According to the principle of _______, consumers are likely to accept credit personally for success and to attribute failure to others or to outside events.

- A) defensive attribution
- B) objective attribution
- C) external attribution
- D) subjective attribution
- E) internal attribution


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**Question 1721**

Social media is only used by large, well known brands.

A) True
B) False


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**Question 1722**

Sunshine Cruise Lines markets Adventure Cruises as a way to see multiple islands from the comfort of a single ship, alleviating the hassle of flying between islands and staying in a different hotel every couple of nights. Targeting consumers who view this convenience as appealing is an example of

- A) benefit segmentation
- B) countersegmentation
- C) demographic segmentation
- D) cultural segmentation
- E) usage rate segmentation


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**Question 1723**

Differences in market share across geographic markets may be the result of such factors as the common marketing practice of putting more merchandising dollars behind markets that sell more.

A) True
B) False


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**Question 1724**

Qantas targets four distinct segments: coach passengers, premium economy, business and first class, and uses ________ to clearly differentiate between the options targeted at each segment.

- A) reverse targeting
- B) behavioral targeting
- C) countersegmentation
- D) geographic segmentation
- E) positioning


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**Question 1725**

The orientation of trait theory is primarily ________.

- A) qualitative
- B) subjective
- C) interpretive
- D) empirical
- E) extroverted


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**Question 1726**
What is the difference between enculturation and acculturation? Which is most important to marketers and why?

Question 1727
In the COOKING OIL MINI CASE, after conducting its focus group, Value Mart decides to try offering store-brand cooking oil in a limited geographical area to see how consumers will respond to the new product. This is known as ________.
A) surveying
B) probability sampling
C) mystery shopping
D) mechanical observation
E) test marketing

Question 1728
Which of the following is true of qualitative research?
A) Sample sizes are generally small, which allows findings to be generalized to larger populations.
B) Findings of quantitative research may typically be generalized to larger populations, regardless of the size of the study.
C) Sample sizes are generally quite large, which prevents findings from being generalized to larger populations.
D) Sample sizes are generally quite large, which allows findings to be generalized to larger populations.
E) Sample sizes are generally small, which prevents findings from being generalized to larger populations.

Question 1729
The globally aware, charitable segment of Millennials that is characterized by a belief that they can have an impact on the world and make it better is known as ________.
A) Hip-ennials
B) Millennial Moms
C) Anti-Millenials
D) Gadget Gurus
E) Old-School Millenials

Question 1730
The ________ is designed to capture the individual's attitude toward acting with respect to an object rather than the attitude toward the object itself.
A) theory-of-reasoned-action model
B) trying-to-consume model
C) attitude-toward-object model
D) attitude-toward-behavior model
E) attitude-toward-the-ad model

Question 1731
In the WEIGHT LOSS MINI CASE, "fun and welcoming" describes the local gym's ________.
A) dogmatism
B) expected self-image
C) brand personality
D) extended self
E) brand personification

Question 1732
What is showrooming? Provide an example of how a retailer might combat it.

Question 1733
Using different colors to package products that are being sold in foreign countries is a way to overcome failure due to ________ problems.
A) distribution
B) pricing
C) promotional
D) consumption
Question 1734
Sheila admires her boss, Jerry, so she aspires to live her lifestyle and have similar possessions. Jerry exerts ________ influence on Sheila.
A) comparative
B) normative
C) membership
D) informal
E) symbolic

Question 1735
Which of the following global consumer market segments is responsible, respectful, and conservative?
A) strivers
B) devouts
C) fun seekers
D) creatives
E) intimates

Question 1736
In the PARTY BEER MINI CASE, Party Beverages’ advertisements suggest that Party Beer will satisfy which of Murray’s psychogenic needs?
A) needs concerned with human power
B) needs concerned with exhibition
C) needs that reflect ambition, power, accomplishment, and prestige
D) needs concerned with affiliation or affection between people
E) needs associated with inanimate objects

Question 1737
Consumers whose actual lifestyles are equivalent to their OSL scores are likely to seek rest or relief.
A) True
B) False

Question 1738
Ricky had a positive experience when she tried the new cell phone from a well-known cell phone manufacturer, so she decides to regularly use the new cell phone. She is currently in the adoption stage of the innovation adoption process.
A) True
B) False

Question 1739
What is the motivation for firms to sell their products worldwide?

Question 1740
Why do many researchers maintain that America’s middle class has been shrinking?
A) some members are moving upstream to upper-middle class while others are slipping backward to the working class
B) the global shrinkage of the middle class
C) the expansion of educational opportunity
D) the failing economy
E) the geographic shift from metropolitans to the suburbs

Question 1741
In the SOUP MINI CASE, White Mountain suggests that consumers eat a cup of White Mountain soup instead of a candy bar or bag of chips as an afternoon snack. If we consider taking a break for a mid-afternoon snack to be a ritual for many consumers, the soup (or candy bar or bag of chips)
would be considered the ________.
A) ritualistic behavior  
B) consumer value  
C) symbol  
D) acculturated activity  
E) ritual artifact

Question 1742

Which is the most studied advertising appeal?
A) timeliness appeal  
B) negative frame  
C) comparative appeal  
D) humor appeal  
E) fear appeal

Question 1743

In the SMITH MINI CASE, Nathan roots for the Lions because his dad did. This is an example of ________.
A) status consumption  
B) intergenerational transfer  
C) subjective measurement  
D) syncratic decision making  
E) geodemographic clustering

Question 1744

The ________ of a product or service is the process by which a company creates a distinct image and identity for its products, services and brands in consumers’ minds.
A) psychographic inventory  
B) positioning  
C) segmentation  
D) concentrated marketing strategy  
E) target

Question 1745

The study that identified intra-country segments with respect to how a country’s citizens view global brands characterized ________ as the individuals who view global brands as quality products and are not particularly concerned about the social responsibility issue.
A) Global Citizens  
B) Global Dreamers  
C) Antiglobals  
D) Global Agnostics  
E) Global Zealots

Question 1746

The selling concept focuses on the needs of the ________ and on existing products, while the marketing concept focuses on the needs of the ________.
A) seller; buyer  
B) seller; manufacturer  
C) buyer; seller  
D) manufacturer; seller  
E) buyer; manufacturer

Question 1747

The most difficult step in the consumer research process is ________.
A) analyzing primary data  
B) collecting primary data
Question 1748
Differentiate between intrinsic cues and extrinsic cues and provide examples of each.

Question 1749
The ________ stage of consumer socialization occurs when a child is 11-16 years old, which is when children understand ads' tactics and appeals, become skeptical about ads, understand complex shopping scripts, and become capable at influencing.
A) analytical
B) perceptual
C) hedonic
D) cognitive
E) reflective

Question 1750
What is the theory of classical conditioning? Explain using an example.

Question 1751
Material comfort and pleasure have become more recently associated with quality rather than quantity.
A) True
B) False

Question 1752
An example of the ________ function of motivation is for Crest to point out how its new toothbrush is superior to all other toothbrushes in controlling gum disease by removing more plaque.
A) value-expressive
B) knowledge
C) utilitarian
D) ego-defensive
E) intention

Question 1753
Which of the following is true of the relationship between consumers' perceptions and their expectations?
A) Consumers tend to perceive products and product attributes according to their own expectations.
B) Individual motivation does not affect perception.
C) Ads with irrelevant sexuality generally lead to better recall of the product advertised due to the attention-getting nature of the sexual content.
D) People tend to make observations and arrive at conclusions completely independent of their expectations.
E) What consumers expect to see is completely dependent on their objective, first-hand experience with the particular product or advertising medium.

Question 1754
Cross-screen marketing consists of tracking and targeting users across their computers, mobile phones and tablets.
A) True
B) False

Question 1755
"Buy American" and "Keep America Working" are both tag-lines used by companies to attract the ________ consumer.
A) ethnocentric
B) compulsive
C) variety-seeking
D) dogmatic  
E) innovative  

Question 1756  
How is the elderly market segmented?  

Question 1757  
Jenna buys a pair of sought-after, vintage Levi jeans to enrich her self-image. Which of the following is NOT one of the ways the possession of the vintage jeans might be viewed as an extension of the self?  
A) actually  
B) ideally  
C) by conferring status or rank  
D) by feelings of immortality  
E) symbolically  

Question 1758  
Which of the following is NOT one of the factors that affects the relationship between the effectiveness of messages and the spokespersons or endorsers they feature?  
A) similarity between the endorser's demographic characteristics and those of the target audience  
B) whether the spokesperson is a member of a symbolic reference group  
C) the congruency of the contents of the message with the spokespersons' qualifications  
D) synergy between the endorser and the type of product/service advertised  
E) the trust the consumer has in the marketer of the advertised product  

Question 1759  
Sigmund Freud's psychoanalytic theory of personality is built on the premise that ________ are at the heart of human motivations and personality.  
A) unconscious needs or drives  
B) conscious decision-making processes  
C) efforts to avoid anxiety  
D) social relationships  
E) efforts to overcome inferiority  

Question 1760  
Fear is a frequently used appeal in advertising. Talk about its intensity versus its effectiveness.  

Question 1761  
Which media type provides high geographic and demographic audience selectivity, short lead-time for producing and placing ads, and online access to most broadcasts?  
A) television  
B) newspapers  
C) interactive television(iTV)  
D) magazines  
E) radio  

Question 1762  
In the PRICE SURVEY MINI CASE, question #1 measures response on a ________.  
A) bipolar scale  
B) semantic differential scale  
C) Likert scale  
D) behavior intention scale  
E) rank order scale  
Question 1763

From a marketer's perspective, ________ involves obtaining the desired result from using a particular product or service.
A) positive reinforcement
B) the central route to persuasion
C) copy testing
D) negative reinforcement
E) the peripheral route to persuasion

Question 1764

A __________ is when celebrities appear on behalf of products with which they may or may not have any direct experience or familiarity, for extended periods of time.
A) celebrity spokescharacter
B) celebrity endorsement
C) celebrity actor
D) celebrity testimonial
E) celebrity official

Question 1765

A(n) ________ is a somewhat lengthy non-structured discussion between a single respondent and a highly trained researcher.
A) survey
B) depth interview
C) focus group
D) metaphor analysis
E) experiment

Question 1766

An individual may redefine a frustrating situation by assigning blame for his or her own failures and inabilities on other objects or persons. This is known as ________.
A) regression
B) projection
C) rationalization
D) withdrawal
E) aggression

Question 1767

________ are moral principles that govern marketers’ behavior.
A) Legal standards
B) Marketing goals
C) Consumer protection laws
D) Marketing ethics
E) Marketing objectives

Question 1768

The rationale for using ________ is that "birds of a feather flock together," or families of similar socioeconomics reside in the same neighborhoods or communities.
A) ISC
B) sociodemographics
C) social class
D) geodemographics
E) social strata

Question 1769

Reference pricing coupled with limited-time availability (e.g. regularly $599, now $359 and on sale, three days only) produces more favorable price and
store perceptions than each technique used alone.
A) True
B) False

Question 1770

A photograph or illustration conveys verbal messages.
A) True
B) False

Question 1771

Which of the following is true of Baby Boomers?
A) Baby Boomers are consumption oriented.
B) Baby Boomers are set in their ways and unwilling to try new products and services.
C) Baby Boomers are the youngest age cohort in America.
D) Baby Boomers are cynical and do not like to be marketed to.
E) Echo Boomers are the most sought-after subgroup of Baby Boomers.

Question 1772

________ consists of looking at merchandise at a physical store, scanning its barcode with smartphones and using these devices to check the items’ prices and purchase the items online.
A) Geofencing
B) GPS marketing
C) Mobile Targeting
D) Psychographics
E) Showrooming

Question 1773

A group of irate parents who join together to protest the opening of an adult, X-rated book store across from the elementary school is an example of a(n) ________.
A) friendship group
B) shopping group
C) virtual community
D) advocacy group
E) aspirational group

Question 1774

When a consumer’s motivation or assessment skills are low, learning and attitude change tend to occur via the ________ to persuasion.
A) central route
B) tricomponent route
C) functional route
D) primary route
E) peripheral route

Question 1775

Although only a minority of U.S. households are considered “affluent,” these households account for the majority of household income in the United States.
A) True
B) False

Question 1776

In contrast to other American population segments, Hispanic Americans are ________.
A) more patriotic
B) more populous
C) younger  
D) more religious  
E) more highly educated  

**Question 1777**

In the MP3 MINI CASE, Judy narrows her options from 5 to 3 player models based on a(n) ________.  
A) lexicographic decision rule  
B) compensatory decision rule  
C) affect referral decision rule  
D) conjunctive decision rule  
E) disjunctive decision rule  

**Question 1778**

The purpose of recognition and recall tests is to determine whether consumers remember seeing an ad and the extent to which they have read it and can recall its content.  
A) True  
B) False  

**Question 1779**

In the COLLEGE MINI CASE, when Cornell tries to convince students that they have made the right decision, they are trying to encourage a positive ________.  
A) evaluation of alternatives  
B) need recognition  
C) prepurchase evaluation  
D) purchase behavior  
E) postpurchase evaluation  

**Question 1780**

In general, the more information consumers have about a product or service, the more likely they are to form attitudes about it, either positive or negative.  
A) True  
B) False  

**Question 1781**

Which media type provides access to large audiences; offers the ability to design and publish ads quickly; has considerable clutter; and offers messages with short lives?  
A) newspapers  
B) television  
C) magazines  
D) radio  
E) interactive television  