

Question 1

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

Answer: <https://biology-forums.com/index.php?topic=651425>

Question 2

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

Answer: <https://biology-forums.com/index.php?topic=652147>

Question 3

_____ is consumers' selectivity in paying attention to advertising messages.

- A) Psychological noise
- B) Symbolic exposure
- C) Informal exposure
- D) Selective exposure
- E) Perceptual noise

Answer: <https://biology-forums.com/index.php?topic=651511>

Question 4

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

Answer: <https://biology-forums.com/index.php?topic=651519>

Question 5

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

Answer: <https://biology-forums.com/index.php?topic=651348>

Question 6

_____ 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

Answer: <https://biology-forums.com/index.php?topic=651649>

Question 7

_____ 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

Answer: <https://biology-forums.com/index.php?topic=651283>

Question 8

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

Answer: <https://biology-forums.com/index.php?topic=652020>

Question 9

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

Answer: <https://biology-forums.com/index.php?topic=651388>

Question 10

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

Answer: <https://biology-forums.com/index.php?topic=652312>

Question 11

Objectionable ads always arise from the negative intentions of marketers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=652752>

Question 12

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

Answer: <https://biology-forums.com/index.php?topic=651677>

Question 13

_____, 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

Answer: <https://biology-forums.com/index.php?topic=651659>

Question 14

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

Answer: <https://biology-forums.com/index.php?topic=652846>

Question 15

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

Answer: <https://biology-forums.com/index.php?topic=651191>

Question 16

Airplanes, radios, TVs, automobiles, fax machines, PCs, videocassette recorders, and the Internet are all examples of dynamically continuous innovations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=652648>

Question 17

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
- E) product

Answer: <https://biology-forums.com/index.php?topic=652472>

Question 18

Customer satisfaction is a function of customer expectations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=651145>

Question 19

Personality traits and cultural values are consumer-intrinsic cognitive factors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=651247>

Question 20

_____ 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

Answer: <https://biology-forums.com/index.php?topic=652596>