

Chapter 1

Student: _____

1 Consumer behaviour is *not* about how and why consumers purchase a product.

.

True False

2 A consumer behaviour audit is an audit of consumer behaviour undertaken with help from the accounting department.

.

True False

3 Marketing researchers talk to hundreds of consumers to find out what their attitudes about products and advertising are.

.

True False

4 Applications of theories and information about consumer behaviour are almost non-existent.

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True False

5 The consumer behaviour audit guarantees a successful strategy.

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True False

6 Consumerism is a movement that aims to minimise consumption of all products and restrict the use of consumer behaviour theories in practice.

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True False

7 Market segmentation enables a business to treat all consumers the same.

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True False

8 The marketing manager can view the consumer as a problem solver.

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True False

9 The government cannot regulate marketing activities.

.

True False

10 Information search is usually external in nature.

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True False

11 Consumer behaviour draws on many disciplines, such as:

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- A. clinical psychology.
- B. experimental psychology.
- C. sociology.
- D. all of the given answers.

12 Marketing researchers 'talk' to hundreds of consumers to find out:

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- A. what they feel about their 'roles' in the family and society.
- B. how they use various products.
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13 Consumer behaviour theory provides the manager with:

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- A. more problems than it solves.
- B. concrete solutions to most marketing problems.
- C. the proper questions to ask in specific market decision situations.
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14 Consumer behaviour is:

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- A. a complex, multidimensional process.
- B. easily understood by marketing managers.
- C. a complex, unidimensional process.
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15 An understanding of consumer behaviour:

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- A. is based on the corporate strategy.
- B. is not considered by top executives in large multinational companies.
- C. is only useful for planning purposes but not for managing purposes.
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16 Benefit segmentation:

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- A. is useful only for business-to-business products.
- B. involves a focus on the particular outcome consumers seek from using a product.
- C. involves a focus on emotional appeals.
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17 Positioning:

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- A. can be based only on real product advantages.
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18 To be successful, a new product:

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- A. must be a true innovation.
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19 Customer value is:

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- A. derived from the price of the product.
- B. the difference between all of the benefits derived from the total product and all of the costs of acquiring those products.
- C. the cost to the consumer of altering their behaviour to buy a product.
- D. the difference between the perceived financial and social costs in obtaining the product and the financial and social gain in owning the product.

20 Which is not an element of the marketing mix?

- A. product
- B. people
- C. place
- D. price

21 The consumer behaviour audit is a:

- A. review of marketing recommendations.
- B. checklist to evaluate marketing strategies.
- C. systematic review of all important aspects of consumer behaviour.
- D. checklist to evaluate marketing strategies and systematic review of all important aspects of consumer behaviour.

22 Global marketing is:

- A. rapidly sweeping the world and leading to the largest period of sustained global economic growth ever experienced.
- B. the cause of consumerism.
- C. a form of international marketing that aims to target particular consumer segments using a standardised marketing mix.
- D. necessary for any company to understand consumer behaviour.

23 The product section of the consumer behaviour audit covers which of the following influences?

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- A. external
- B. internal
- C. decision-process
- D. all of the given answers.

24 Consumerism and consumer behaviour deals with:

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- A. the study of consumer behaviour and socialism.
- B. consumer protection and governmental regulation of marketing.
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25 Post-purchase process includes:

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- A. the results of past consumption decisions
- B. time-related events such as ageing
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- A. reference groups.
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- A. has a regular life cycle.
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33 Social class:

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- A. is unrelated to consumer lifestyle.
- B. relates only to purchase of durable goods.
- C. does not relate to values and attitudes.
- D. relates to ranking of individuals.

34 All of the following relate to culture except:

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- A. values.
- B. beliefs.
- C. basic physiological motives.
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35 Non-verbal communication:

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- A. is irrelevant for marketing strategy.
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36 Injurious consumption is:

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- A. the way an individual behaves in a group.
- B. consumer behaviour that may be harmful to oneself.
- C. consumer behaviour that may be harmful to others.
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37 Which is the following is *not* one of the major questions related to social class?

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- A. On what characteristics is the social structure is built?
- B. What degree of consumerism is there in a given society?
- C. To what extent do various societies structure and rank individuals?
- D. In what ways does the social structure influence consumer lifestyle?

38 Which of the following is *not* an example of internal influences in the consumer behaviour audit?

- A. Is the product suited for particular personality types?
- B. Who in the household evaluates the price of the product?
- C. What is the ideal version of this product in each market segment?
- D. Will price be perceived as an indicator of status?

39 The post-purchase process involves:

- A. consumer redress.
- B. consumer satisfaction.
- C. product safety.
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40 Motives are:

- A. forces that initiate and direct consumer behaviour.
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- A. a basic orientation for or against some object.
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- C. emotional as opposed to rational evaluations.
- D. subjective as opposed to objective feelings.

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- A. cognitive (beliefs)
- B. affective (feelings)
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44 Postmodernists believe all of the following except:

- A. that all reality is constructed by the individual or group.
- B. that knowledge is independent of time.
- C. that all reality is determined by an individual or group even more than by objective reality.
- D. that there are multiple realities.

45 The consumer decision-making process begins with:

- A. marketing efforts.
- B. the recognition of a difference between an existing and a desired state.
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46 In high-involvement purchase decisions:

- A. there is limited external information search.
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- C. many alternatives are considered.
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- A. there is simple evaluation of performance.
- B. substitution is less likely.
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48 Examples of injurious consumption include:

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- A. abusing a loved one.
- B. gambling as an addiction that leads to bankruptcies.
- C. over-consumption of alcohol that leads to road accidents.
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49 Postmodernists use:

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- A. ethnography.
- B. content analysis of popular media.
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50 Postmodernists tend to view knowledge as being dependent on all of the following except:

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- A. time.
- B. culture.
- C. geography.
- D. context.

51 Modernism is based on:

.

- A. reason and a rational order.
- B. autonomous investigators and subjects.
- C. the existence of a single objective reality.
- D. all of the given answers.

52 Describe the elements of the marketing mix and explain why these are important for consumer behaviour.

.

53 Which steps exist in the consumer decision-making process?

.

54 How does the consumer decision-making process differ for low- versus high-involvement purchases?

.

Chapter 1 Key

1 Consumer behaviour is *not* about how and why consumers purchase a product.

FALSE

Chapter - Chapter 01 #1

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.1 Understand why studying the consumer is important for marketers.

2 A consumer behaviour audit is an audit of consumer behaviour undertaken with help from the accounting department.

FALSE

Chapter - Chapter 01 #2

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.3 Understand the different components of a consumer behaviour audit.

3 Marketing researchers talk to hundreds of consumers to find out what their attitudes about products and advertising are.

TRUE

Chapter - Chapter 01 #3

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

4 Applications of theories and information about consumer behaviour are almost non-existent.

FALSE

Chapter - Chapter 01 #4

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

5 The consumer behaviour audit guarantees a successful strategy.

FALSE

Chapter - Chapter 01 #5

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.3 Understand the different components of a consumer behaviour audit.

6 Consumerism is a movement that aims to minimise consumption of all products and restrict the use of consumer behaviour theories in practice.

FALSE

Chapter - Chapter 01 #6

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.4 Be aware that consumer behaviour is also relevant to non-profit organisations, as well as government agencies and consumer groups.

7 Market segmentation enables a business to treat all consumers the same.

FALSE

Chapter - Chapter 01 #7

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

8 The marketing manager can view the consumer as a problem solver.

TRUE

Chapter - Chapter 01 #8

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

9 The government cannot regulate marketing activities.

FALSE

Chapter - Chapter 01 #9

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.4 Be aware that consumer behaviour is also relevant to non-profit organisations, as well as government agencies and consumer groups.

10 Information search is usually external in nature.

FALSE

Chapter - Chapter 01 #10

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

11 Consumer behaviour draws on many disciplines, such as:

- A. clinical psychology.
- B. experimental psychology.
- C.** sociology.
- D. all of the given answers.

Chapter - Chapter 01 #11

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.1 Understand why studying the consumer is important for marketers.

12 Marketing researchers 'talk' to hundreds of consumers to find out:

- A. what they feel about their 'roles' in the family and society.
- B. how they use various products.
- C. their hopes and dreams for themselves and their families.
- D.** all of the given answers.

Chapter - Chapter 01 #12

Difficulty: Medium

13 Consumer behaviour theory provides the manager with:

- A. more problems than it solves.
- B. concrete solutions to most marketing problems.
- C. the proper questions to ask in specific market decision situations.
- D. none of the given answers.

Chapter - Chapter 01 #13

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

14 Consumer behaviour is:

- A. a complex, multidimensional process.
- B. easily understood by marketing managers.
- C. a complex, unidimensional process.
- D. none of the given answers.

Chapter - Chapter 01 #14

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

15 An understanding of consumer behaviour:

- A. is based on the corporate strategy.
- B. is not considered by top executives in large multinational companies.
- C. is only useful for planning purposes but not for managing purposes.
- D. contributes to the long-term success of a company's products.

Chapter - Chapter 01 #15

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

16 Benefit segmentation:

- A. is useful only for business-to-business products.
- B. involves a focus on the particular outcome consumers seek from using a product.
- C. involves a focus on emotional appeals.
- D. is useful only for consumer products.

Chapter - Chapter 01 #16

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

17 Positioning:

- A. can be based only on real product advantages.
- B. is the same as repositioning.
- C. is the way a product compares to its competitors, as perceived by consumers.
- D. is generally limited to observable behaviour.

Chapter - Chapter 01 #17

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

18 To be successful, a new product:

- A. must be a true innovation.
- B. must be priced higher than competing products when first introduced.
- C. must be priced lower than competing products when first introduced.
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Chapter - Chapter 01 #18

Difficulty: Medium

Gradable: automatic

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- A. derived from the price of the product.
- B.** the difference between all of the benefits derived from the total product and all of the costs of acquiring those products.
- C. the cost to the consumer of altering their behaviour to buy a product.
- D. the difference between the perceived financial and social costs in obtaining the product and the financial and social gain in owning the product.

Chapter - Chapter 01 #19

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

20 Which is not an element of the marketing mix?

- A. product
- B.** people
- C. place
- D. price

Chapter - Chapter 01 #20

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

21 The consumer behaviour audit is a:

- A. review of marketing recommendations.
- B. checklist to evaluate marketing strategies.
- C. systematic review of all important aspects of consumer behaviour.
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Chapter - Chapter 01 #21

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.3 Understand the different components of a consumer behaviour audit.

22 Global marketing is:

- A. rapidly sweeping the world and leading to the largest period of sustained global economic growth ever experienced.
- B. the cause of consumerism.
- C. a form of international marketing that aims to target particular consumer segments using a standardised marketing mix.
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Chapter - Chapter 01 #22

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

23 The product section of the consumer behaviour audit covers which of the following influences?

- A. external
- B. internal
- C. decision-process
- D. all of the given answers.

Chapter - Chapter 01 #23

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.3 Understand the different components of a consumer behaviour audit.

24 Consumerism and consumer behaviour deals with:

- A. the study of consumer behaviour and socialism.
- B. consumer protection and governmental regulation of marketing.
- C. non-profit consumer marketing.
- D. none of the given answers.

Chapter - Chapter 01 #24

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.4 Be aware that consumer behaviour is also relevant to non-profit organisations, as well as government agencies and consumer groups.

25 Post-purchase process includes:

- A. use.
- B. disposal.
- C. repurchase behaviour.
- D. all of the given answers.

Chapter - Chapter 01 #25

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

26 The marketing manager should view the consumer as:

- A. a decision-making unit.
- B. a problem solver.
- C. being primarily concerned with economic factors.
- D. automatically responding in set ways to marketing stimuli.

Chapter - Chapter 01 #26

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

27 Consumer lifestyle includes:

- A. a focus on luxury goods.
- B. good and services we buy.
- C. rejection of materialism.
- D. none of the given answers.

Chapter - Chapter 01 #27

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

28 Which of the following often leads to lifestyle changes?

- A. the results of past consumption decisions
- B. time-related events such as ageing
- C. external events such as a job change
- D. all of the given answers

Chapter - Chapter 01 #28

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

29 We learn our culture and social class through:

- A. reference groups.
- B. the mass media.
- C. religious institutions.
- D. all of the given answers.

Chapter - Chapter 01 #29

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

30 The household:

- A. has a regular life cycle.
- B. has a predictable life cycle.
- C. can be used to develop aggregate pictures of the purchase needs of individuals at each stage.
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Chapter - Chapter 01 #30

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

31 Groups serve as a _____ and as a _____ for the individual.

- A. social stimulant; social determinant
- B. segmentation point; target market
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- D. None of the given answers are correct.

Chapter - Chapter 01 #31

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

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Chapter - Chapter 01 #32

Difficulty: Medium

Gradable: automatic

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33 Social class:

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Chapter - Chapter 01 #33

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

34 All of the following relate to culture except:

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- B. beliefs.
- C. basic physiological motives.
- D. habits.

Chapter - Chapter 01 #34

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

35 Non-verbal communication:

- A. is irrelevant for marketing strategy.
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Chapter - Chapter 01 #35

Difficulty: Easy

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

36 Injurious consumption is:

- A. the way an individual behaves in a group.
- B. consumer behaviour that may be harmful to oneself.
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Chapter - Chapter 01 #36

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.6 Understand the structure of this book, as well as the logic of its argument.

37 Which of the following is *not* one of the major questions related to social class?

- A. On what characteristics is the social structure built?
- B. What degree of consumerism is there in a given society?**
- C. To what extent do various societies structure and rank individuals?
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Chapter - Chapter 01 #37

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

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- A. Is the product suited for particular personality types?
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Chapter - Chapter 01 #38

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.3 Understand the different components of a consumer behaviour audit.

39 The post-purchase process involves:

- A. consumer redress.
- B. consumer satisfaction.
- C. product safety.
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Chapter - Chapter 01 #39

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.4 Be aware that consumer behaviour is also relevant to non-profit organisations, as well as government agencies and consumer groups.

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- B. physiologically based guides to behaviour.
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Chapter - Chapter 01 #40

Difficulty: Hard

Gradable: automatic

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Chapter - Chapter 01 #41

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

42 Attitudes represent:

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- A. a basic orientation for or against some object.
- B. non-factual as opposed to factual information.
- C. emotional as opposed to rational evaluations.
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Chapter - Chapter 01 #42

Difficulty: Medium

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- C. behavioural (response tendencies)
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Chapter - Chapter 01 #43

Difficulty: Medium

Gradable: automatic

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Chapter - Chapter 01 #44

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.6 Understand the structure of this book, as well as the logic of its argument.

45 The consumer decision-making process begins with:

- A. marketing efforts.
- B. the recognition of a difference between an existing and a desired state.
- C. the alternatives available.
- D. none of the given answers.

Chapter - Chapter 01 #45

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

46 In high-involvement purchase decisions:

- A. there is limited external information search.
- B. problem recognition is trivial to minor.
- C. many alternatives are considered.
- D. substitution is highly possible.

Chapter - Chapter 01 #46

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

47 In low-involvement purchase decisions:

.

- A. there is simple evaluation of performance.
- B. substitution is less likely.
- C. many performance criteria are used.
- D. All of the given answers are correct.

Chapter - Chapter 01 #47

Difficulty: Medium

Gradable: automatic

Learning Objective: 1.5 Understand a working model of consumer behaviour.

48 Examples of injurious consumption include:

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- A. abusing a loved one.
- B. gambling as an addiction that leads to bankruptcies.
- C. over-consumption of alcohol that leads to road accidents.
- D. gambling as an addiction that leads to bankruptcies and over-consumption of alcohol that leads to road accidents.

Chapter - Chapter 01 #48

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.6 Understand the structure of this book, as well as the logic of its argument.

49 Postmodernists use:

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- A. ethnography.
- B. content analysis of popular media.
- C. introspection.
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Chapter - Chapter 01 #49

Difficulty: Hard

Gradable: automatic

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50 Postmodernists tend to view knowledge as being dependent on all of the following except:

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- A. time.
- B. culture.
- C. geography.
- D. context.

Chapter - Chapter 01 #50

Difficulty: Hard

Gradable: automatic

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51 Modernism is based on:

- A. reason and a rational order.
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Chapter - Chapter 01 #51

Difficulty: Hard

Gradable: automatic

Learning Objective: 1.6 Understand the structure of this book, as well as the logic of its argument.

52 Describe the elements of the marketing mix and explain why these are important for consumer behaviour.

Chapter - Chapter 01 #52

Difficulty: Easy

Gradable: manual

Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.

53 Which steps exist in the consumer decision-making process?

Chapter - Chapter 01 #53

Difficulty: Medium

Gradable: manual

Learning Objective: 1.5 Understand a working model of consumer behaviour.

54 How does the consumer decision-making process differ for low- versus high-involvement purchases?

Chapter - Chapter 01 #54

Difficulty: Hard

Gradable: manual

Learning Objective: 1.5 Understand a working model of consumer behaviour.

Chapter 1 Summary

<i>Category</i>	<i># of Questions</i>
Chapter - Chapter 01	54
Difficulty: Easy	14
Difficulty: Hard	16
Difficulty: Medium	24
Gradable: automatic	51
Gradable: manual	3
Learning Objective: 1.1 Understand why studying the consumer is important for marketers.	2
Learning Objective: 1.2 Understand the implications of consumer behaviour for marketing strategy.	15
Learning Objective: 1.3 Understand the different components of a consumer behaviour audit.	5
Learning Objective: 1.4 Be aware that consumer behaviour is also relevant to non-profit organisations, as well as government agencies and consumer groups.	4
Learning Objective: 1.5 Understand a working model of consumer behaviour.	22
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