

Chapter 2 - Customer Behavior

TRUE/FALSE

1. Customers go through predictable stages when they make a purchase.

ANS: T DIF: Easy REF: Page 13
 NAT: BUSPROG Analytic LOC: DISC: Customer
 TOP: The Three Phases of the Purchase Process
 KEY: Bloom's: Knowledge
 MSC: MBA: Knowledge of human behavior & society

2. Marketers can create desires in people that they didn't previously have.

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3. A new MBA: student and a recently promoted corporate executive will typically have the same wants.

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 MSC: MBA: Knowledge of human behavior & society

4. During the purchase phase, a consumer will consider all brands available in the market.

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5. The pre-purchase phase includes identifying the need or want, searching possible solutions, and building a consideration set.

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6. During the purchase phase, the consumer might ask himself, "What attributes don't I care about, and therefore will not pay high prices?"

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7. During the purchase phase, the consumer will ask herself, "Will I tell my friends what a great brand I've found?"

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8. Whether the buyer is a consumer or a business, the phases of the buying process itself is the same.

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9. John is a buying agent for Starbucks because he buys supplies on behalf of Starbucks.

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KEY: Bloom's: Application MSC: MBA: Managing Strategy & Innovation

10. Going out to buy bread is the type of purchase that requires some thought or planning ahead of time.

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NAT: BUSPROG Analytic LOC: DISC: Marketing Plan
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Application
MSC: MBA: Knowledge of Media Communications & Delivery

11. All purchases are the same.

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NAT: BUSPROG Communication LOC: DISC: Promotion
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Knowledge
MSC: MBA: Managing Decision-Making Processes

12. An example of a specialty purchase would be a new smartphone.

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TOP: There are Different Kinds of Purchases
KEY: Bloom's: Application
MSC: MBA: Knowledge of Media Communications & Delivery

13. An example of a modified rebuy is when the copier lease comes up and you want to try a different vendor.

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NAT: BUSPROG Reflective Thinking LOC: DISC: Product
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Application
MSC: MBA: Knowledge of Technology, Design, & Production

14. A high customer involvement B2C purchase is called a specialty purchase.

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NAT: BUSPROG Analytic LOC: DISC: Product
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Knowledge
MSC: MBA: Managing Decision-Making Processes

15. During higher involvement purchases, we would expect customers to be more price sensitive.

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NAT: BUSPROG Analytic LOC: DISC: Customer
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Comprehension
MSC: MBA: Managing Decision-Making Processes

16. It's important for low-involvement products to be widely available so the customer can pick them up without thinking.

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17. Consumers can be simple or complex.

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TOP: The Marketing Science of Customer Behavior
KEY: Bloom's: Comprehension

MSC: MBA: Knowledge of human behavior & society

18. People are selective in their attention to environmental stimuli.

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TOP: Sensation and Perception KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of human behavior & society

19. Colors do not have any cultural meaning.

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TOP: Sensation and Perception KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of General Business Functions

20. The sound of a Mac vs. a PC starting up is an example of how sound or music is important to marketers.

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NAT: BUSPROG Analytic LOC: DISC: Research
TOP: Sensation and Perception KEY: Bloom's: Application
MSC: MBA: Operations Skills

21. Sight, sound, smell, taste, and touch are all used by marketers.

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TOP: Sensation and Perception KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of General Business Functions

22. Marketers use subliminal advertising all the time because they know it works very well.

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NAT: BUSPROG Reflective Thinking LOC: DISC: Marketing Plan
TOP: Sensation and Perception KEY: Bloom's: Evaluation
MSC: MBA: Knowledge of General Business Functions

23. An ad for dog treats on the side of the home page of dog.com is an example of perceptual fluency.

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NAT: BUSPROG Reflective Thinking LOC: DISC: Marketing Plan
TOP: Sensation and Perception KEY: Bloom's: Application
MSC: MBA: Managing Administration & Control

24. Learning is when associations of sights or sounds get stored in short-term memory after many repetitions.

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NAT: BUSPROG Reflective Thinking LOC: DISC: Strategy
TOP: Learning and Memory KEY: Bloom's: Comprehension
MSC: MBA: Knowledge of human behavior & society

25. The jingle, “Two all-beef patties...” is an example of the use of operant conditioning.

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TOP: Learning and Memory KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of human behavior & society

26. Operant conditioning relies on behavior that is positively reinforced.

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MSC: MBA: Knowledge of human behavior & society

27. Starbucks has a loyalty program that gives you a free drink after every 5 purchases. This is an example of a fixed ratio reinforcement schedule.

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28. Marketer’s use Abraham Maslow’s hierarchy of needs by identifying their product with a certain level.

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MSC: MBA: Managing Strategy & Innovation

29. Marketers use Maslow’s hierarchy of needs to offer an extended brand line so the consumer can start high on the pyramid and work his way down.

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30. Utilitarian vs. hedonic products means fulfilling needs vs. wants.

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31. A risk-averse consumer may be an avid customer, very knowledgeable, an opinion leader, and they may wish to try the newest that the market has to offer.

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32. What motivates consumers is important to marketers.

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TOP: Attitudes and Decision Making KEY: Bloom's: Comprehension
MSC: MBA: Managing Strategy & Innovation

33. An example of importance weights are Mercedes are fast, they're nice to look at, and they're expensive.

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NAT: BUSPROG Reflective Thinking LOC: DISC: Customer
TOP: Attitudes and Decision Making KEY: Bloom's: Application
MSC: MBA: Managing Strategy & Innovation

34. When it comes to beliefs and importance weights, marketers try to strengthen positive attitudes about their brand through learning and appealing to consumer motivations that their brand satisfies the consumer's needs.

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NAT: BUSPROG Reflective Thinking LOC: DISC: Customer
TOP: Attitudes and Decision Making KEY: Bloom's: Synthesis
MSC: MBA: Managing Strategy & Innovation

35. When a consumer looks at the most important attribute of a brand first, and eliminates all brands that do not have this attribute, he is using a lexicographic approach.

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TOP: Attitudes and Decision Making KEY: Bloom's: Comprehension
MSC: MBA: Knowledge of human behavior & society

36. Some socio-cultural effects how consumers respond to brands are social class and age.

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TOP: How Do Cultural Differences Affect Consumers' Behavior?
KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of General Business Functions

37. Old monied people indulge in conspicuous consumption. For example buying a yellow Mustang to show off their wealth.

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MSC: MBA: Knowledge of human behavior & society

38. The current trend in age-related marketing has to do with marketing more towards the older, baby-boomer generation.

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39. It's pretty simple to market for various ethnicities and countries since they have similar perspectives.

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MSC: MBA: Knowledge of human behavior & society

40. Young women are the main buyers of luxury brands in South Korea.

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MULTIPLE CHOICE

1. During the ____ phase of the purchase process, the customer identifies that something is lacking.
- a. purchase
 - b. pre-purchase
 - c. post purchase
 - d. preliminary

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2. During the purchase phase for a new computer, Larry creates a _____ that includes Apple's Macbook Pro and Microsoft's Windows 7, but does not include Linux systems.
- mindset
 - purchase set
 - consideration set
 - list

ANS: C DIF: Moderate REF: Page 13
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3. Which phase of the purchase process generates word of mouth?
- customer evaluation
 - pre-purchase
 - purchase
 - post-purchase

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4. Whether the buyer is a consumer or a business, the buying process is _____.
- consistent
 - inconsistent
 - exhausting
 - simple

ANS: A DIF: Moderate REF: Page 13
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5. A _____ item is something that is purchased without much thought before the purchase.
- quick
 - specialty
 - convenience
 - shopping

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6. A straight rebuy, like when the office needs more paper, is common for _____ customers.
- B2B
 - B2C
 - C2B
 - C2C

ANS: A DIF: Challenging REF: Page 14
NAT: BUSPROG Reflective Thinking LOC: DISC: Promotion
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Application
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7. The different types of purchases are different because _____.
- of the product itself
 - of differences in the mind of the customer
 - of customer attitudes
 - the price varies

ANS: B DIF: Challenging REF: Page 14
NAT: BUSPROG Reflective Thinking LOC: DISC: Strategy
TOP: There are Different Kinds of Purchases
KEY: Bloom's: Evaluation
MSC: MBA: Managing Decision-Making Processes

8. Customer involvement is ____ on a B2C specialty purchase.
- very low
 - low
 - medium
 - high

ANS: D DIF: Moderate REF: Page 14
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9. A customer would be more price sensitive when buying gum than when buying _____.
- gasoline
 - paper
 - bananas
 - a laptop

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KEY: Bloom's: Synthesis
MSC: MBA: Knowledge of General Business Functions

10. A customer loyalty program for high-involvement products would take the form of _____.
- brand communities
 - price discounts
 - buy one- get one free
 - social networks

ANS: A DIF: Moderate REF: Page 16
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TOP: There are Different Kinds of Purchases
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11. Which products need to be widely available so the customer can pick them up without thinking?
- all products
 - medium-involvement products
 - low-involvement products
 - high-involvement products

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12. The promotion for a high-involvement purchase will have a lot more ____ associated with it.
- brand names
 - information
 - noise
 - pictures

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13. If you are not in the market for a new house, you will most likely ____ ads for new houses.
- hear
 - see
 - ignore
 - pay attention to

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14. If a marketer wants a customer to have a higher motivation to learn more about a product, he should do what?
- create customer involvement
 - advertise more
 - lower prices
 - increase brand awareness

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MSC: MBA: Knowledge of human behavior & society

15. Why is Dell's darker, deep blue color trademarked?
- it creates customer involvement
 - the blue color saves marriages
 - the blue color is pleasing to the eye
 - the blue color is well associated to Dell's brand

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16. Colors convey cultural meaning. In the U.S. brides wear white because it symbolizes ____.
- love
 - passion
 - danger
 - purity

ANS: D DIF: Easy REF: Page 16
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MSC: MBA: Knowledge of human behavior & society

17. What type of music should be played during an ad if a marketer wants consumers to spend more?
- energetic, with a quick tempo
 - slow
 - jazz
 - classical

ANS: A DIF: Challenging REF: Page 16
NAT: BUSPROG Analytic LOC: DISC: Marketing Plan
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18. Why are consumers willing to spend so much more for a Harley over a Honda motorcycle?
- extra features on a Harley
 - the distinct sound of a Harley
 - Harley's are faster
 - use of better materials

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19. Why do women who work the cosmetic counters in department stores wish to spray you?
- to get you to notice the name of the perfume
 - to get you to notice the packaging of the perfume
 - to appeal to your sense of smell, and make you remember the product

d. so you smell better

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20. What is a classic marketing exercise that is used to declare that one's own product is superior to the market leader?
- a. blind smell tests
 - b. blind taste tests
 - c. advertising
 - d. blind feel tests

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21. Creating well-designed products is the predominant way of conveying brand imagery through ____.
- a. smell
 - b. touch
 - c. sight
 - d. sound

ANS: B DIF: Easy REF: Page 17
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22. Which of the following is NOT an example of design?
- a. good ergonomics
 - b. clean lines
 - c. sensual experience
 - d. pleasant smell

ANS: D DIF: Challenging REF: Page 17
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23. When an ad is shown for such a short time that doesn't meet the threshold of consciousness, it is called ____.
- a. fast
 - b. liminal
 - c. subliminal
 - d. unconscious

ANS: C DIF: Moderate REF: Page 17
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TOP: Sensation and Perception KEY: Bloom's: Knowledge
MSC: MBA: Managing Decision-Making Processes

24. _____ is subtle phenomenon that uses colors and fonts to affect how the message feels.
- Sensory perception
 - Perceptual fluency
 - Subliminal messaging
 - Unconscious messaging

ANS: B DIF: Moderate REF: Page 18
NAT: BUSPROG Analytic LOC: DISC: Research
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25. Sensory and perceptual impressions can become _____.
- brand associations
 - perceptual fluency
 - brand names
 - catch slogans

ANS: A DIF: Easy REF: Page 18
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TOP: Learning and Memory KEY: Bloom's: Comprehension
MSC: MBA: Knowledge of human behavior & society

26. Learning is the process by which associations get past the sensory and perception stages into _____.
- brand associations
 - perceptual fluency
 - short-term memory
 - long-term memory

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NAT: BUSPROG Communication LOC: DISC: Research
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27. With repetition and elaboration, associations can get into _____.
- brand associations
 - short-term memory
 - brand names
 - long-term memory

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TOP: Learning and Memory KEY: Bloom's: Knowledge
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28. Ivan Pavlov and his salivating dogs is an example of what type of learning process?
- classical conditioning
 - operant conditioning

- c. new age conditioning
- d. associative conditioning

ANS: A DIF: Challenging REF: Page 18
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29. Which of these is an example of stage 4 of classical conditioning?
- a. a bell rung in front of the dog initially elicits no response
 - b. a food bowl placed in front of a dog naturally elicits its drool
 - c. a bell rung in front of the dog elicits drool
 - d. a bell rung while a food bowl is simultaneously placed in front of the dog elicits drool

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30. Philip Morris recently changed their name to Altria ____.
- a. because of a merger
 - b. so they could remove the negative association with their name
 - c. restructure the company
 - d. simplify the brand

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31. B.F. Skinner discovered ____ with his studies on pigeons pecking at a target to get a food pellet.
- a. classical conditioning
 - b. operant conditioning
 - c. new age conditioning
 - d. associative conditioning

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32. Operant conditioning is based on ____.
- a. rewards
 - b. neutral reinforcement
 - c. positive reinforcement
 - d. negative reinforcement

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33. Marketers use Maslow's hierarchy of needs by ____.
- focusing their advertising on a particular level
 - focusing on self-actualization needs
 - looking at which needs yield the largest profits
 - identifying their product with a certain level of needs

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34. If a marketer is focusing on people who ____, he will promote a popular brand.
- are individual
 - like to conform
 - are outgoing
 - have lots of money

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35. What are a mix of beliefs and importance weights?
- moods
 - visions
 - perceptions
 - attitudes

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36. Marketers typically classify customers by ____ on a given purchase.
- how much they care about
 - how much they spend
 - how much they think about
 - their perception

ANS: A DIF: Moderate REF: Page 21
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37. John is considering buying a new car. It's important to him that the car has bluetooth. If the car he looks at doesn't have bluetooth, then he will not consider it for purchase. This is an example of a ____ mechanism.
- decision criteria

- b. quality
- c. non-compensatory
- d. compensatory

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38. People tend to associate and marry people of the same ____.
- a. race
 - b. age
 - c. social class
 - d. gender

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TOP: How Do Cultural Differences Affect Consumers' Behavior?
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39. The baby boomer generation is societal minded, so it is expected that we see large scale ____.
- a. altruism
 - b. spending
 - c. saving
 - d. shifts in attitudes

ANS: A DIF: Easy REF: Page 23
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40. China's rising economy is creating a large demand for ____.
- a. investment bankers
 - b. tacos
 - c. luxury goods
 - d. cars

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ESSAY

1. Describe the three phases of the purchase process.

ANS:

The first phase is the pre-purchase phase. During this phase, the consumer identifies the need or want, searches for a possible solution, and builds a consideration set. The next phase is the purchase phase. During this phase, the consumer narrows the consideration set and decides on a retail channel. Lastly, there is the post-purchase phase. In this phase, the consumer assesses the purchase, and if he is satisfied he will likely have repeat purchases and will generate word of mouth about his purchase.

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2. Describe the 3 types of purchases in a B2C transaction.

ANS:

A low customer involvement purchase in a B2C situation is called a convenience buy. This purchase typically has little forethought and is price sensitive.

A medium customer involvement purchase in a B2C situation is called a shopping buy. In this situation, the consumer puts more thought into the purchase and cares more about the product quality/features.

The last type of purchase has high customer involvement. This situation is called a specialty purchase. Purchases of this type require a great deal of research for the best brands, quality, and price. Marketers for this level try to convince the buyer that their brand is the best choice.

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LOC: DISC: Marketing Plan TOP: There are Different Kinds of Purchases
KEY: Bloom's: Synthesis MSC: MBA: Managing Strategy & Innovation

3. Describe how visual stimuli are important to marketers and explain how colors are involved.

ANS:

Visual stimuli allow marketers to show products, information, and imagery. Colors can ingrain brand associations in consumers' minds. For example, the white iPod headphones were easily identified with Apple because they were the only company to offer white headphones when the iPod first came out.

Colors also are important for cultural symbols. In the U.S., white represents purity. In Thailand, purple is the color for mourning. Yellow means courage in Japan.

DIF: Challenging REF: Page 16 NAT: BUSPROG Reflective Thinking
LOC: DISC: Customer TOP: Sensation and Perception
KEY: Bloom's: Synthesis
MSC: MBA: Knowledge of Media Communications & Delivery

4. Explain subliminal advertising.

ANS:

Subliminal advertising is the idea that an ad can be shown for a brief moment and it is so short that it doesn't meet the threshold of consciousness, and is therefore subliminal. This somehow is captured subconsciously and the hope is the message would compel buying the product advertised.

Markers have ruled out that subliminal advertising works. But they do a lot of research in the areas of perceptual fluency. Marketers know that if you are exposed to the same billboard everyday, you will start to become familiar with it, and with familiarity comes a comfortable, positive feeling, increasing the chances you will make a purchase.

DIF: Moderate REF: Pages 17-18 NAT: BUSPROG Communication
LOC: DISC: Marketing Plan TOP: Sensation and Perception
KEY: Bloom's: Comprehension MSC: MBA: Managing Strategy & Innovation

5. Using Pavlov's dogs as an example, explain the 4 stages of classical conditioning.

ANS:

Stage 1: food is placed in front of the dog and it naturally drools

Stage 2: a bell is rung in front of the dog and it does not drool

Stage 3: a bell rung while a food bowl is simultaneously placed in front of the dog causes drool

Stage 4: a bell rung in front of the dog elicits drool. The dog has come to learn that the bell is associated with food.

DIF: Easy REF: Page 18 NAT: BUSPROG Analytic
LOC: DISC: Research TOP: Learning and Memory
KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of Media Communications & Delivery

6. Explain the process of operant conditioning and how to maximize results using it.

ANS:

Operant conditioning is when someone learns a desired behavior by being rewarded. B.F. Skinner discovered this when he was able to teach rats to press a bar. The rats would press the bar because they knew they would be rewarded with a food pellet.

To maximize results with this method, you should use variable ratio reinforcement schedule. For example, with a customer loyalty program, you will get more purchases if the consumer does not know how many more purchases he has to make to get a free one. If the program runs on a fixed ratio schedule, then he knows that 5 purchases gives him one free one, for example.

DIF: Challenging REF: Pages 19-20 NAT: BUSPROG Analytic
LOC: DISC: Marketing Plan TOP: Learning and Memory
KEY: Bloom's: Evaluation
MSC: MBA: Knowledge of human behavior & society

7. List the 5 levels of Abraham Maslow's hierarchy of needs. List from the lowest needs to the highest.

ANS:

1. Food, water, sleep, sex
2. Safety, security
3. Friendship, belonging
4. Self-esteem, respect
5. Self-actualization

DIF: Easy REF: Page 20 NAT: BUSPROG Analytic
LOC: DISC: Research TOP: Motivation
KEY: Bloom's: Knowledge
MSC: MBA: Knowledge of human behavior & society

8. Describe one of the ways marketers use the hierarchy of needs and give an example of this strategy.

ANS:

Any one of the following is acceptable

1. Marketers identify their product with a certain level of needs. For example, Volvo stresses their brand represents safety.
2. Marketers appeal to your sense of belonging. For example, a men's clothing store would appeal to a new lawyer to make sure he has the nicest suit so that he fits in with other lawyers.
3. Marketers appeal to self-esteem and respect by pointing a consumer to an aspiration group. For example, a current MBA: student might aspire to be a CEO, so marketers appeal to her desire to drive a nice car.
4. Marketers offer extended brand lines that encourages a customer to reach ever higher in the pyramid. For example, Titleist offers golf clubs from beginner to professional, so as you improve you can move up to the better clubs.
5. Marketers try to position brands as high on pyramid as possible. An example is a shoe company using a pro athlete to endorse their brand, thereby making the consumer think he will be faster if he uses this shoe.

DIF: Challenging REF: Pages 20-21 NAT: BUSPROG Analytic
LOC: DISC: Strategy TOP: Motivation
KEY: Bloom's: Comprehension MSC: MBA: Managing Strategy & Innovation

9. Explain the make-up of attitudes.

ANS:

Attitudes are a mix of beliefs and importance weights. Beliefs are opinions, such as: McDonald's is unhealthy, they're everywhere, and the food is addicting Importance weights are things like: I don't care how unhealthy McDonald's is, but I would like it to taste good.

DIF: Moderate REF: Page 21 NAT: BUSPROG Analytic
LOC: DISC: Customer TOP: Attitudes and Decision Making
KEY: Bloom's: Knowledge MSC: MBA: Managing Strategy & Innovation

10. Explain how marketers use social class.

ANS:

Marketers appeal to different social classes in different ways. For example, people who come from rich family backgrounds seek exclusivity in their brands. They may become less likely to buy a brand if a company produces less expensive product lines. For people who are “new rich” they tend to make purchases to show that fact off. For example, they may buy a bright red Ferrari to show off their new wealth.

DIF: Moderate REF: Page 22 NAT: BUSPROG Analytic

LOC: DISC: Strategy

TOP: How Do Cultural Differences Affect Consumers' Behavior?

KEY: Bloom's: Comprehension MSC: MBA: Managing the Task Environment