***Consumer Behavior, 11e* (Solomon)**

**Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior**

1) A(n) \_\_\_\_\_\_\_\_ is a person who identifies a need or desire, makes a purchase, and then disposes of a product.

A) marketer

B) consumer

C) influencer

D) content generator

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

2) Jenny Rowlins is absolutely exhausted after her shopping trip to pick out a dress for her sorority's formal event. The stores were crowded, and none of her favorite shops carried a dress that she liked in her size. After spending hours at the mall, Jenny gave up and decided to order her dress online and just return it if it wasn't exactly right. This story is an example of how consumer behavior is a(n) \_\_\_\_\_\_\_\_.

A) industry

B) process

C) art form

D) theory

Answer: B

Diff: 2

Learning Outcome: Identify and discuss the factors influencing buying behavior.

Skill: Application

Objective: 1-1

AACSB: Analytical thinking

3) Which of the following is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires?

A) lifestyle marketing

B) role theory

C) consumer behavior

D) marketing research

Answer: C

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

4) Which of the terms below is used to describe the bond between product and consumer that is difficult for competitors to break?

A) brand loyalty

B) custom

C) patronage

D) relationship

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

5) Which of the following time periods is encompassed in the study of consumer behavior?

A) pre-purchase

B) purchase

C) post-purchase

D) all of the above

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

6) Which of the following is NOT a stage in the consumption process?

A) desire

B) pre-purchase

C) purchase

D) post-purchase

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

7) According to the basic marketing concept, a firm exists to \_\_\_\_\_\_\_\_.

A) influence popular culture

B) dominate market share

C) nurture relationships

D) satisfy needs

Answer: D

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

8) A marketer who segments a population by age and gender is using \_\_\_\_\_\_\_\_ to categorize consumers.

A) demographics

B) psychographics

C) roles

D) lifestyle

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1, 1-2

AACSB: Application of knowledge

9) A soft drink company decided to produce a cola drink with more caffeine than usual in hopes of preventing current teen and early-twenties customers from shifting to coffee and tea drinks after graduating from college. The company test-marketed this new product at a Midwestern university. The company has segmented the market based on \_\_\_\_\_\_\_\_.

A) psychographics

B) lifestyle

C) demographics

D) usage rates

Answer: C

Diff: 2

Learning Outcome: Explain how marketers can best appeal to members of different age subcultures.

Skill: Application

Objective: 1-1, 1-2

AACSB: Analytical thinking

10) A consumer researcher who examines consumers' lifestyles and personalities is studying \_\_\_\_\_\_\_\_.

A) demographics

B) psychographics

C) social class

D) usage rates

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

11) A consumer experience that integrates multiple media channels, ranging from television, email, and digital, to engage a community of players who collaborate to solve a puzzle is called a(n) \_\_\_\_\_\_\_\_.

A) social game

B) casual game

C) transmedia story

D) alternate reality game

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

12) A marketer uses \_\_\_\_\_\_\_\_ to target a brand only to specific groups of consumers who are most likely to be heavy users of the marketer's brand.

A) asynchronous interactions

B) market segmentation strategies

C) the 80/20 strategy

D) economies of information

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

13) Why is age a common demographic category used in understanding consumer behavior?

A) Different age groups have different needs and wants.

B) Age is easier to categorize than gender.

C) Generational groups tend to be similar.

D) all of the above

Answer: A

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Reflective thinking

14) Which of the following best explains how a minority of a product's users make up a majority of sales of that product?

A) culture of participation theory

B) the 80/20 rule

C) positivism

D) role theory

Answer: B

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

15) People who belong to the same social class are most likely to have which of the following in common?

A) income level

B) personality

C) ethnicity

D) family structure

Answer: A

Diff: 1

Learning Outcome: Describe the process of market segmentation, targeting, and positioning.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

16) Which of the following marketing philosophies emphasizes interacting with customers on a regular basis and giving them reasons to maintain a bond with a company's brands over time?

A) differentiated marketing

B) global marketing

C) social marketing

D) relationship marketing

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

17) Wal-Mart tracks the habits of the 100 million customers who visit its stores each week and responds with products and services directed toward those customers' needs based on the information collected. This is an example of \_\_\_\_\_\_\_\_ marketing.

A) undifferentiated

B) database

C) relationship

D) consumer-generated

Answer: B

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

18) The way consumers feel about themselves, the things they value, and the things they like to do in their spare time are part of how marketers segment using \_\_\_\_\_\_\_\_.

A) gender

B) age

C) social class

D) lifestyle

Answer: D

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

19) The term "big data" refers to the \_\_\_\_\_\_\_\_.

A) importance of database marketing

B) use of mainframe computers to model marketing problems

C) collection and analysis of extremely large datasets

D) implementation of new data mining technologies

Answer: C

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Information technology

20) Big data is generated from \_\_\_\_\_\_\_\_.

A) smartphone GPS signals

B) credit card transactions

C) social media posts

D) all of the above

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Information technology

21) When a product helps to establish the user's identity, the user is said to have a(n) \_\_\_\_\_\_\_\_ type of relationship with the product.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

22) When a product serves as a link to the user's past or past self, the user is said to have a(n) \_\_\_\_\_\_\_\_ type of relationship with the product.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

23) When a product is part of a user's daily routine, the user is said to have a(n) \_\_\_\_\_\_\_\_ type of relationship with the product.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: C

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

24) When a product elicits emotional bonds of warmth and affection, the user is said to have a(n) \_\_\_\_\_\_\_\_ type of relationship with the product.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

25) Tracy buys Eight O'Clock coffee because it reminds her of her grandmother, who always purchased this brand. Tracy has a(n) \_\_\_\_\_\_\_\_ type of relationship with the product.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: B

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

AACSB: Analytical thinking

26) Die-hard Apple fans post videos on YouTube claiming their affection for Apple products. They could be said to have a(n) \_\_\_\_\_\_\_\_ type of relationship with the product.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: D

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

AACSB: Analytical thinking

27) Brands like Colgate that are a part of a user's every day existence likely relate to customers with a(n) \_\_\_\_\_\_\_\_ type of relationship.

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: C

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

AACSB: Analytical thinking

28) Which form of relationship between product and customer is most at risk of the customer switching to a different brand of product?

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) love

Answer: C

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

AACSB: Reflective thinking

29) Lucy Chang recently purchased a lovely ceramic bowl that featured a red dragon design. When she thought about her purchase, she found that she really had no justification for buying the bowl other than it reminded her of the bowls her mother used during evening meals when she was a young child in Hong Kong. Which of the following types of relationships with a product best explains the reason for Lucy's purchase of the dragon bowl?

A) self-concept attachment

B) nostalgic attachment

C) interdependence

D) cohort attachment

Answer: B

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-3

AACSB: Analytical thinking

30) The sociological perspective of \_\_\_\_\_\_\_\_ takes the view that much of consumer behavior resembles actions in a play.

A) role theory

B) pastiche

C) interpretivism

D) psychographics

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

31) The mass market produces and consumes music, movies, sports, and other forms of entertainment known as \_\_\_\_\_\_\_\_.

A) user-generated content

B) culture

C) urban dictionary

D) popular culture

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

32) A \_\_\_\_\_\_\_\_ creates a state of tension that drives the consumer to attempt to reduce or eliminate it.

A) want

B) demand

C) need

D) response

Answer: C

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

33) People buy products for \_\_\_\_\_\_\_\_.

A) what they do

B) what they mean

C) the role the product plays in the consumer's life

D) all of the above

Answer: D

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

AACSB: Analytical thinking

34) When a person buys a product for emotional reasons, we can say that the need is \_\_\_\_\_\_\_\_.

A) utilitarian

B) functional

C) interdependent

D) hedonic

Answer: D

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

AACSB: Application of knowledge

35) \_\_\_\_\_\_\_\_ focuses on biological needs that produce unpleasant states of arousal.

A) Drive theory

B) Gratification theory

C) Consumerism

D) Role theory

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

36) Which theory suggests that consumer expectations of achieving desirable outcomes motivate behavior?

A) drive theory

B) role theory

C) expectancy theory

D) equity theory

Answer: C

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

37) Which of the following is an example of C2C e-commerce?

A) RFID tags

B) virtual brand communities

C) database marketing

D) green marketing

Answer: B

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Information technology

38) Which of the following is the best tool for consumer activists to use in efforts to make the public aware of unethical or questionable marketing behavior?

A) Web 2.0

B) B2C e-commerce

C) economics of information

D) compulsive consumption

Answer: A

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Synthesis

Objective: 1-5

AACSB: Reflective thinking

39) In an online \_\_\_\_\_\_\_\_, members share opinions and recommendations about products.

A) market segment

B) consumption community

C) marketing database

D) culture jam

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Information technology

40) A digital native is someone who \_\_\_\_\_\_\_\_.

A) grew up in a "wired" and highly networked world

B) uses alternate reality games frequently

C) participates in database marketing

D) belongs to a consumption community

Answer: A

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Information technology

41) Which of the following terms refers to the online means of communication, conveyance, and collaboration among interdependent and interconnected networks of people, communities, and organizations?

A) open data partnership

B) social media

C) synchronous interaction

D) asynchronous interaction

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Information technology

42) Which of the following is NOT closely associated with what your text terms the "horizontal revolution"?

A) Web 1.0

B) Web 2.0

C) C2C e-commerce

D) user-generated content

Answer: A

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Information technology

43) The revolution in cyberspace has created a situation in which consumers can sell to other consumers in communities like Etsy. This is known as \_\_\_\_\_\_\_\_.

A) B2C e-commerce

B) C2C e-commerce

C) B2B e-commerce

D) consumption community

Answer: B

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Information technology

44) Researchers who argue that the field of consumer behavior should not be a "handmaiden to business" believe that consumer behavior research should \_\_\_\_\_\_\_\_.

A) have a market-oriented focus

B) aim to apply knowledge to increasing profits

C) focus on understanding consumption for its own sake

D) be judged in terms of its ability to improve marketing practices

Answer: C

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-6

AACSB: Ethical understanding and reasoning

45) Another term for positivism is \_\_\_\_\_\_\_\_.

A) interpretivism

B) pluralism

C) modernism

D) postmodernism

Answer: C

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-7

46) Of the following, a proponent of \_\_\_\_\_\_\_\_ would be most likely to argue that our society emphasizes science and technology too much.

A) consumerism

B) positivism

C) modernism

D) interpretivism

Answer: D

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-7

AACSB: Application of knowledge

47) A consumer researcher who believes in the paradigm of \_\_\_\_\_\_\_\_ believes that human reason is supreme and that there is a single, objective truth that can be discovered by science.

A) fundamentalism

B) interpretivism

C) positivism

D) postmodernism

Answer: C

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-7

AACSB: Application of knowledge

48) The belief that meaning is not fixed but is instead constructed by each individual is part of the \_\_\_\_\_\_\_\_ paradigm.

A) positivist

B) pragmatic

C) interpretivist

D) consumerist

Answer: C

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-7

AACSB: Application of knowledge

49) A student of postmodernism is most likely to believe that the world in which we live is a(n) \_\_\_\_\_\_\_\_, or a mixture of images.

A) alternate reality

B) paradigm

C) consumerspace

D) pastiche

Answer: D

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-7

AACSB: Application of knowledge

50) George says that he sees everything as "black or white–no in between." George would most accurately be characterized as a(n) \_\_\_\_\_\_\_\_.

A) positivist

B) collectivist

C) interpretivist

D) consumerist

Answer: A

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-7

AACSB: Analytical thinking

51) When a transaction occurs between two or more organizations or people who give and receive something of value, an exchange has taken place.

Answer: TRUE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

52) According to the definition of consumer behavior, how a consumer disposes of an idea and accepts another is NOT part of consumer behavior.

Answer: FALSE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

AACSB: Analytical thinking

53) Because consumer behavior is now examined as an entire consumption process that includes prepurchase and postpurchase issues, exchange theory is no longer relevant to the study of consumer behavior.

Answer: FALSE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1

AACSB: Analytical thinking

54) American society is shifting from a mass culture in which many consumers share the same preferences to a diverse culture in which consumers have almost an infinite number of choices.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

55) A common way to segment consumers is to identify which consumers are heavy users of a given product.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

56) Demographics refer to aspects of a person's lifestyle and personality.

Answer: FALSE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1, 1-2

57) Demographics are statistics that measure observable aspects of a population.

Answer: TRUE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-1, 1-2

58) A market researcher who analyzes a population of consumers using the variable of marital status is segmenting the population by the demographic category of family structure.

Answer: TRUE

Diff: 2

Learning Outcome: Describe the process of market segmentation, targeting, and positioning.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

59) Consumers who share demographic characteristics such as ethnicity and age can have very different lifestyles.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Application of knowledge

60) The fact that people often buy products not for what the products do but for what they mean implies that a product's basic function is unimportant.

Answer: FALSE

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-2

AACSB: Analytical thinking

61) Psychographic information is not considered to be demographic data because this type of information is not directly observable.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Synthesis

Objective: 1-2

AACSB: Reflective thinking

62) The sociological perspective of role theory can be used to explain why people who engage in certain activities seem to have a "uniform." For example, cyclists have spandex and helmets, while fly fishermen have vests and floppy hats.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-3

AACSB: Analytical thinking

63) According to the different categories of relationships that people may have with products, nostalgic attachment occurs if the product is part of the user's daily routine.

Answer: FALSE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-3

64) Motivation can be described in terms of strength and direction.

Answer: TRUE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

65) Drive theory struggles to explain why people may delay gratification of a want.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

AACSB: Application of knowledge

66) Research suggests that some consumer behaviors can be explained by a productivity orientation, a continual striving to use time constructively.

Answer: TRUE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

AACSB: Application of knowledge

67) Many needs can influence consumer behavior including one's need for power and need for uniqueness.

Answer: TRUE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-4

68) Consumer-generated content is a trend that helps to define the era of Web 2.0.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: Information technology

69) Popular culture is both a product of marketing and an inspiration for marketing.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

70) Wal-Mart began a new campaign to sell lawn furniture. In emphasizing how lawn furniture has been used over the decades in movies and books, by celebrities, and as essential ingredients to home entertainment, the campaign is drawing upon popular culture.

Answer: TRUE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-5

AACSB: Application of knowledge

71) Texting back-and-forth with a friend is an example of asynchronous interaction.

Answer: FALSE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Application of knowledge

72) Global consumer culture and popular culture are interchangeable terms.

Answer: FALSE

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-5

AACSB: Application of knowledge

73) In the era of Web 2.0, the focus of electronic marketing has shifted from C2C e-commerce to B2C e-commerce.

Answer: FALSE

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Synthesis

Objective: 1-5

AACSB: Information technology

74) A paradigm is a belief that guides an understanding of the world.

Answer: TRUE

Diff: 1

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Concept

Objective: 1-7

75) A person who believes that science can fix or find a cure for anything most likely follows the philosophy of interpretivism.

Answer: FALSE

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Critical Thinking

Objective: 1-7

AACSB: Reflective thinking

76) In the early stages of development, consumer behavior was known as *buyer behavior*. What important aspect of the exchange process does this change in name reflect?

Answer: Buyer behavior reflects an emphasis on the act of purchase, but this exchange is dependent upon a number of prepurchase and postpurchase perspectives and behaviors. To fully understand why an exchange is made, researchers must look at the decisions and influences before the exchange, as well as the expectations of what happens after the exchange. The study of consumer behavior accounts for prepurchase and postpurchase issues along with purchase issues, rather than simply buyer behavior.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Critical Thinking

Objective: 1-1

AACSB: Reflective thinking

77) Explain the concept of the 80/20 rule and why it is important to marketers.

Answer: According to the 80/20 rule, 20 percent of a product's users account for 80 percent of sales of that product. These heavy users are the product's most faithful customers. A company that can identify, build relationships with, and create value for heavy users is likely to have a successful marketing strategy.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-2

AACSB: Application of knowledge

78) What is relationship marketing? Why is it so widely practiced by today's marketers?

Answer: Marketers who practice relationship marketing have realized that a key to success is building relationships between brands and customers that will last a lifetime. In this type of marketing, companies make an effort to interact with customers on a regular basis and give them reasons to maintain a bond with the company over time. Relationship marketing is even more important during an economic downturn.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-2

AACSB: Application of knowledge

79) What is database marketing? Why is it so widely used by today's marketers?

Answer: Database marketing involves tracking consumers' buying habits very closely and crafting products and messages tailored precisely to people's wants and needs based on this information. As consumer markets are more and more segmented, marketers can use technology such as database marketing to determine exactly what each consumer wants and determine how to meet those wants.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-2

AACSB: Information technology

80) Using the chapter topics, discuss why an alternate reality game such as McDonald's the Lost Ring could be useful for targeting customers.

Answer: Answers will vary but students could address the segments which may be attracted to an alternate reality game, the needs which can be met with an alternate reality game, and/or the role of ARGs as a virtual community.

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-2

AACSB: Information technology

81) Briefly explain how marketers play a significant role in our view of the world and how we live in it. Give a specific example.

Answer: We are surrounded by marketing stimuli, from television and radio commercials to online and print advertisements. In addition to promoting a product, these advertisements depict models of how people should interact in social situations, how people should dress, what people should eat, and what people should believe. For example, the marketing of cigarettes in the 1950s led many people to think of smoking as social and relaxing. Today, however, health campaigns have helped people to recognize the health risks of smoking.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-2

AACSB: Application of knowledge

82) List and briefly characterize four types of relationships a person might have with a product. Be specific.

Answer: Four types of relationships are: 1) self-concept attachment–the product helps to establish the user's identity; 2) nostalgic attachment–the product serves as a link with a past self; 3) interdependence–the product is a part of the user's daily routine; and, 4) love–the product elicits emotional bonds of warmth, passion, or another strong emotion.

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-3

AACSB: Application of knowledge

83) One beer distributor identified a marketing segment as the "campus guzzlers." Explain what factors could be used to identify this segment and why.

Answer:

a. *Age*–The potential customer would have to be old enough to drink legally yet still be young enough to attend college. By identifying the interests and lifestyles of this age group, promotions and products could be developed.

b. *Gender*–Promotions to males might emphasize sports and physical activities, while promotions to women students might highlight relationships and good times.

c. *Lifestyle*–Consumers in this age and gender bracket might reflect a wide variety of lifestyles including physical activity, sexual attraction, and social interactions.

Family structure, social class, income, and race and/or ethnicity might play roles in segmenting "campus guzzlers," but the age, gender, and lifestyle combined with the selection process inherent in attending colleges or universities would make these relatively unimportant because of the unifying power of the first three characteristics.

Diff: 3

Learning Outcome: Explain how marketers can best appeal to members of different age subcultures.

Skill: Critical Thinking

Objective: 1-2

AACSB: Application of knowledge

84) Explain the difference between a need and a want, giving an example of each.

Answer: A need is a basic biological motive that cannot be created by marketing. A want represents one way that individuals are taught by society and culture to satisfy a biological need. For example, thirst in general is a need, but thirst for a Pepsi or Coke is a want.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-4

AACSB: Application of knowledge

85) Consumers and the items they consume can take many forms. Give examples of three different types of consumers and examples of three different types of items they could consume, including products, services, and ideas.

Answer: Examples will vary. Consumers can include individuals of any age, groups, and organizations. Items consumed can include products such as toys, cars, food; services such as dentist appointments, haircuts, and massages; and ideas such as democracy and the green movement.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-4

AACSB: Application of knowledge

86) Describe three needs which are important for understanding consumer behavior. Provide an example of each need and its related consumer behavior.

Answer: Answers may vary but may include need for achievement, need for affiliation, need for power, and need for uniqueness.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-4

AACSB: Application of knowledge

87) Maslow's hierarchy of needs can be useful in understanding the motives that are satisfied by consumer behaviors. Briefly explain the hierarchy and indicate how a consumer behavior could fulfill each need level in the hierarchy.

Answer: Answers should include the five levels, specifically physiological, safety, social, esteem, and self-actualization. Examples will vary.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Application

Objective: 1-4

AACSB: Analytical thinking

88) Discuss the positive and negative consequences of today's culture of participation that is enabled by social media platforms.

Answer: In today's culture of participation, individuals can communicate with huge numbers of people with a click of a mouse. Information is no longer disseminated from a few sources; rather, it is generated by people and flows across people. People are free to interact with each other and build upon each other's ideas. People have far greater access to information than ever before. However, social media is not all positive. The hours people spend on Facebook or in virtual worlds often come at the expense of time spent working, studying, or being with family and friends. For many, it is difficult to balance the real and virtual worlds.

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Critical Thinking

Objective: 1-5

AACSB: Information technology

89) Describe a virtual brand community. Create an example that demonstrates the concept.

Answer: A virtual brand community is an online group of people from anywhere around the world who share information about their experiences with a specific brand. One of the examples used in the text is The Hollywood Stock Exchange, a simulated entertainment stock market. Traders try to predict the four-week box office take from films. Student examples should reveal how their proposed virtual brand community interacts, who the members might be, and what makes the interaction among customers special. This extension of the chat room is a special research opportunity for the marketer and consumer behavior specialist.

Diff: 2

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Synthesis

Objective: 1-5

AACSB: Application of knowledge; Information technology

90) Compare and contrast the paradigms of positivism and interpretivism. Be specific in your comments and explanations.

Answer:

i. *Positivism (sometimes called modernism)*–Dominant at this point in time, it is a view that has significantly influenced Western art and science since the late 16th century. It emphasizes that human reason is supreme and there is a single, objective truth that can be discovered by science. Positivism encourages us to stress the function of objects, to celebrate technology, and to regard the world as a rational, ordered place with a clearly defined past, present, and future. Some critics feel that positivism overemphasizes material well-being and that its logical outlook is dominated by an ideology that stresses the homogeneous views of a culture dominated by white males.

ii. *Interpretivism (sometimes referred to as postmodernism)*–Proponents of this view argue that there is an overemphasis on science and technology in our society and that this ordered, rational view of consumers denies the complex social and cultural world in which we live. Interpretivists stress the importance of symbolic, subjective experience and the idea that meaning is in the mind of the person. That is, we each construct our own meanings based on our unique and shared cultural experiences; there are no unique right or wrong answers. The value placed on products because they help us to create order in our lives is replaced by an appreciation of consumption as a set of diverse experiences. Interpretivists want to understand consumers and consumer behavior rather than try to make predictions about consumers.

Diff: 3

Learning Outcome: Identify and discuss the factors influencing consumer buying behavior.

Skill: Critical Thinking

Objective: 1-7

AACSB: Reflective thinking