

Chapter 12 Sample Questions Consumer Behavior

1. Marketers can encourage consumers to be dissatisfied with their current consumption situation. This form of creating new needs and wants is which type of problem recognition?
 - a. market-based persuasion
 - b. subliminal messaging
 - c. need identification
 - d. market-induced recognition

2. One technique that marketers can use to probe the minds of consumers involves bringing together a small group of prospective customers to discuss products, ideas, and issues. This is known as a
 - a. focus group
 - b. association test
 - c. projective technique
 - d. in-depth interview

3. During the information evaluation stage, consumers can use several approaches to evaluate the information they have previously collected. If a consumer is making a major purchase such as a car, which of the following would be the most likely approach to evaluate information?
 - a. use a multiattribute evaluation model
 - b. use heuristics
 - c. use an affect referral decision rule
 - d. use intuition

4. All of the following are external influences on consumer behavior EXCEPT
 - a. subculture
 - b. social class
 - c. values
 - d. reference group

5. Learning about a new product relates to what type of need/want development?
 - a. financial changes
 - b. lifestyle
 - c. knowledge
 - d. personality

6. The application of Pavlov's conditioning with dogs to marketing is that
 - a. learning can occur through simple processes such as pairing a brand name with music or appealing images
 - b. consumer thinking is resistant to simple influence tactics
 - c. ringing a bell during meals can make consumers salivate
 - d. for consumers to commit an idea to memory, it requires complex thinking

7. Marketers can often help consumers to recognize a problem. In which of the following scenarios would this be most effective?
- When a consumer is shopping for a new car
 - When a marketer is selling a seasonal item and that season is coming soon
 - When a consumer cares a great deal about a particular product
 - When a marketer has excess inventory that they are trying to sell
8. Marketers are often concerned with how consumers interpret information during the decision making process. Generally speaking,
- mood does not influence how information is interpreted
 - positive moods cause consumers to question and challenge information that is shared in marketing communications
 - the context in which a marketing communication is presented does NOT impact how information is interpreted
 - positive moods lead consumers to be more accepting of information shared in marketing communications

Answers

- D
- A
- A
- C
- C
- A
- B
- D