

✓ 1. Which of the following is NOT an application of consumer behavior?

B

- A. marketing strategy
- B. human resource management
- C. regulatory policy
- D. informed consumers
- E. social marketing

✓ 2. _____ is the application of marketing strategies and tactics to alter or create behaviors that have a positive effect on the targeted individuals or society as a whole.

A

- A. Social marketing
- B. Consumer behavior
- C. Regulation
- D. Proactive marketing
- E. Ethical marketing

✓ 3. The difference between all the benefits derived from a total product and all the costs of acquiring those benefits is known as _____.

D

- A. price
- B. position
- C. consumer behavior
- D. customer value
- E. equity

✓ 4. Rich is tasked with developing the marketing strategy for his family's business selling weight gain powder. What should he do first?

B

- A. segment the market ~~2~~ 2
- B. conduct a market analysis * 1
- C. decide on which segments to target
- D. develop the marketing mix ~~2~~
- E. set objectives

✓ 5. Erinn likes to purchase fashionable clothes just as much as any woman. However, most clothes are not proportioned for her smaller size and do not fit well. As a result, several manufacturers offer "petite" sizes of clothing for this group of consumers. Women who comprise this group have needs that differ somewhat from the total market and represent a _____.

E

- A. demographic segment
- B. lifestyle segment
- C. market potential
- D. sub-market
- E. market segment

✓ 6. What is the first step in market segmentation?

6

- A. describe each group 3
- B. group customers with similar needs sets 2
- C. identify product-related need sets 1
- D. select an attractive segment to serve 4
- E. set objectives for segmenting

✓ 7. Tacoda Systems tracks consumers' online activity and delivers specific banners based on that activity. This tracking and ad delivery system has been installed on almost 3,000 Web sites, and advertisers pay on a pay-for-performance basis, which means that advertisers pay Tacoda Systems only when a consumer clicks on their ad. The tracking of online activity and delivery of ads based on that activity is called _____.

- A. click-throughs
- B. behavioral targeting
- C. spamming
- D. blogging
- E. cookie targeting

✓ 8. Which of the following is NOT a step in market segmentation?

- A. set budget
- B. identify product-related need sets ✓
- C. group customers with similar need sets ✓
- D. describe each group ✓
- E. select an attractive segment(s) to serve ✓

? 9. J&J Produce is a distributor of fresh produce. They conducted a thorough analysis of its market and identified groups of consumers that had similar product-related needs. One particular market identified wanted fresh and unique produce, such as Swiss chard, radicchio, and exotic fruits, and they were willing to pay higher prices for these choices. J&J Produce decided to focus its marketing effort on this segment of the total market. This segment is J&J's _____.

- A. need set
- B. primary market
- C. customer set
- D. target market
- E. market focus

market analysis
market segmentation
market strategy
customer decision process
outcome

✓ 10. To be successful, a product must _____.

- A. meet the needs of the target market better than the competition does
- B. be lower priced than competitors' products
- C. be of higher quality than competitors' products
- D. be advertised more than competitors' products
- E. have greater distribution than the competition does

✓ 11. _____ include(s) advertising, the sales force, public relations, packaging, and any other signal that the firm provides about itself and its products.

- A. Value promotions
- B. Brand equity
- C. Distribution
- D. Market segmentation
- E. Marketing communications

? 12. Which element of the marketing mix is concerned with having the product available where target customers can buy it?

- A. product
- B. price
- C. distribution
- D. communications
- E. placement

? 13. Blake is considering the purchase of a new soundtrack to a commercial. In addition to the price, he is also considering the cost of royalties, placement, finance charges, and license fees. All of these factors combined represent the _____.

- A. value
- B. price
- C. opportunity cost
- D. consumer cost
- E. value proposition

14. Which of the following is a cultural factor that affects consumer behavior and marketing strategy?

- A. demographics ✓
- B. values ✓
- C. language ✓
- D. nonverbal communications ✓
- E. all of the above

15. In the United States, promptness is considered a virtue. Americans are expected to be on time to an event, and they expect others to do so as well. Which aspect of culture best explains this behavior?

- A. Culture is a simple concept.
- B. Culture is something one is born with.
- C. Culture is unique to each individual in a society.
- D. Culture is time-bound.
- E. Culture is acquired, that is, it is learned.

16. Michelle's father is an executive for a major international corporation that produces Superbowl commercials and he has been transferred to various countries over the years. With each move, Michelle is enrolled in a new school. Even though English is spoken in the schools she attends, there are students from all over the world whose parents have jobs similar to Michelle's father. With each new school, Michelle spends the first few weeks merely observing the other students to learn which behaviors are appropriate in specific situations because she's learned that at each school the kids behave differently. Michelle is attempting to learn that student body's specific _____ regarding behavior.

- A. rules
- B. guidelines
- C. precepts
- D. norms
- E. prescriptions

✓ 17. _____ are widely held beliefs that affirm what is desirable.

- A. Laws
- B. Religions
- C. Edicts
- D. Cultural values
- E. Sanctions

✓ 18. Which of the following is NOT a broad form of cultural values?

- A. other-oriented ✓
- B. environment-oriented ✓
- C. self-oriented ✓
- D. object-oriented
- E. all of the above are broad forms of cultural values

✓ 19. Violation of cultural norms results in _____, or penalties ranging from mild social disapproval to banishment from the group.

- A. norms
- B. sanctions
- C. proclamations
- D. ostracization
- E. sentencing

✓ 20. Which of the following is an example of a self-oriented value?

- A. religious/secular
- B. individual/collective
- C. risk taking/security
- D. tradition/change
- E. diversity/uniformity

active / passive
sensual gratification / abstinence
material / non material
hard work / leisure
diversity / uniformity

✓ 21. Despite a recent shift, which of the following countries traditionally values individualism over collectivism?

- A. Mexico
- B. India
- C. United States
- D. Korea
- E. Japan

✓ 22. What is the basis for virtually all societies?

- A. family unit
- B. government
- C. schools
- D. religion
- E. workplace

✓ 23. _____ refers to the degree to which people accept inequality in power, authority, status, and wealth as natural or inherent in society.

- A. Cooperation
- B. Power distance
- C. Collectivism
- D. Individualism
- E. Status

✓ 24. Which type of materialism is the acquisition of things to enable one to do something?

- A. primary
- B. secondary
- C. terminal
- D. means-end
- E. instrumental

✓ 25. Michael is examining social media in India to see how people perceive time, space, symbols, relationships, agreements, things, and etiquette. He is interested in these factors because they influence _____.

- A. language
- B. demographics
- C. nonverbal communications
- D. values
- E. laws

? 26. Which of the following statements is FALSE regarding the religious/secular value in American society?

- A. A religious group does not control the educational system, government, or political process. T
- B. Most people's daily behaviors are not guided by strict religious guidelines. T
- C. America is basically a religious society.
- D. Religious-based beliefs do influence decisions. T
- E. Many Americans for whom religion is especially important are conservative in their beliefs. T

✓ 27. Which of the following is a self-oriented value?

- A. problem solving/fatalistic
- B. individual/collective
- C. tradition/change
- D. material/nonmaterial
- E. performance/status

✓ 28. Which changing American value has been blamed for the fact that people aged 18 to 40 are most likely to admit that they are spending beyond their comfort range?

- A. the shift toward immediate gratification ✓
- B. the shift toward a more religious society
- C. the shift toward voluntary simplicity
- D. the shift toward becoming more active
- E. the shift away from being fatalistic

✓ 29. A shift back to an emphasis on postponed gratification in American would most likely _____.

- ~~A.~~ increase the use of credit
- B. decrease the use of credit ✓
- ~~C.~~ alter the timing of television commercials
- ~~D.~~ expand the use of Internet shopping
- ~~E.~~ none of the above

✓ 30. _____ is consumers' efforts to reduce their reliance on consumption and material possessions.

- ~~A.~~ Downsizing
- ~~B.~~ Dematerialization
- C. Voluntary simplicity
- ~~D.~~ Demarketing
- ~~E.~~ Voluntary withdrawal

✓ 31. According to the authors, American culture increasingly values _____.

- A. diversity ↗
- ~~B.~~ uniformity
- ~~C.~~ collectivity *individualism*
- ~~D.~~ fatalism
- ~~E.~~ none of the above

✓ 32. Marketers have responded to Americans' increasing concern for the environment with an approach called _____.

- A. green marketing
- ~~B.~~ clean marketing
- ~~C.~~ environmental marketing
- ~~D.~~ activist marketing
- ~~E.~~ cause-related marketing

✓ 33. Which of the following is NOT generally involved in green marketing?

- ~~A.~~ developing products whose production, use or disposal is less harmful to the environment than the traditional versions of the product **T**
- ~~B.~~ developing products that have a positive impact on the environment **T**
- C. pricing products lower than the competition
- ~~D.~~ tying the purchase of a product to an environmental organization or event **T**
- ~~E.~~ all of the above are involved in green marketing

✓ 34. Target stores give one percent of a customer's purchase to a school of their choice if they use a Target Visa credit card to pay for their purchases. Target will also donate one-half percent of all other purchases made on that card. This is an example of _____.

- A. cause-related marketing
- ~~B.~~ green marketing
- ~~C.~~ nonprofit marketing
- ~~D.~~ image marketing
- ~~E.~~ corporate marketing

- ✓ 35. Which of the following is a segment of female consumers?
- A. Traditional housewife ✓
 - B. Trapped housewife ✓
 - C. Trapped working woman ✓
 - D. Career working woman ✓
 - E. all of the above
- ✓ 36. Olivia wants to describe the population of the Consumer Behavior class she is tragically forced to make a presentation in front of. She wants to describe the class population in terms of its size, distribution, and structure. Which of the following should she use?
- A. psychographics
 - B. behaviorgraphics
 - C. censographics
 - D. demographics
 - E. geographics
- ✓ 37. Which of the following is NOT a reason why the population of the United States has grown steadily since 1960?
- A. longer life expectancies ✓
 - B. increasing birth rate for most of the period between 1960 and today ✓
 - C. immigration
 - D. baby boomers moving through child-bearing years ✓
 - E. all of the above are reasons why the population of the United States has grown
- ✓ 38. Which of the following is the most widely applied single cue we use to initially evaluate and define individuals we meet?
- A. age
 - B. income
 - C. occupation
 - D. gender
 - E. education
- ? 39. A household's purchasing power is a function of which of the following?
- A. income and accumulated wealth
 - B. age and gender
 - C. income and education
 - D. occupation and income
 - E. social class and education
- ✓ 40. Dom Perignon is a famous champagne maker and favorite beverage of Lil Wayne. Part of this company's market research of U.S. consumers looked at education levels of champagne consumers. What education level is a consumer of champagne most likely to have attained (excluding outliers like Lil Wayne)?
- A. did not graduate high school
 - B. graduated high school
 - C. attended college
 - D. graduated college
 - E. none of the above

? 41. The Oster's household income is \$500,000 per year. However, because their daughter's education is so expensive, her family estimates that they have \$45,000 available to spend on nonessentials such as vacations and entertainment. The \$45,000 represents the Oster's _____.

- A. objective discretionary income (ODI)
- B. adjusted gross income (AGI)
- C. adjusted discretionary income (ADI)
- D. subjective discretionary income (SDI)
- E. subjective gross income (SGI)

✓ 42. BreAnna is actually 40 years old, but (with make-up) she perceives herself to be about 21 years old. Twenty-one is BreAnna's _____ age.

- A. felt age
- B. real age
- C. cognitive age
- D. perceptual age
- E. chronological age

✓ 43. A(n) _____ is a group of persons who have experienced a common social, political, historical, and economic environment.

- A. census age group
- B. age cohort
- C. cognitive group
- D. chronological group
- E. demographic group

✓ 44. Morgan is analyzing the baby boom generation by describing and explaining their attitudes, values, and behaviors as well as predicting its future, attitudes, values, and behaviors. Morgan is conducting a _____ analysis.

- A. cohort
- B. generational
- C. demographic
- D. census
- E. cognitive

✓ 45. Which generation is NOT part of the mature market?

- A. pre-Depression ✓
- B. Depression
- C. Generation X
- D. baby boom
- E. all of the above are part of the mature market

pre-depression }
depression } - mature
baby boomers } market
generation X }
generation Y }
tweens }

✓ 46. Keely and her husband, Eric, were both born in the 1950s. The last of their three children will graduate from college soon, which is leaving them with increased discretionary income and time. To which generation do Robert and Jan belong?

- A. pre-Depression generation
- B. Depression generation
- C. baby boom generation
- D. Generation X
- E. Generation Y

✓ 47. The more consistent an individual is on all status dimensions, the greater the degree of ____ for the individual.

- A. status maturity
- B. status permanence
- C. status inflexibility
- D. status crystallization
- E. status flexibility

? 48. One's position relative to others on one or more dimensions valued by society is known as one's ____.

- A. societal rank
- B. social status
- ~~C. social standing~~
- ~~D. social sphere~~
- ~~E. social realm~~

✓ 49. The concept that you were supposed to learn from the exercise choosing the Economist.com subscriptions was designed to illustrate the concept of

- ~~A. consumer confidence~~
- ~~B. brand effect~~
- ~~C. social standing~~
- D. relative pricing
- ~~E. reference point pricing~~

✓ 50. Jessica was too lazy to study for her Consumer Behavior test. But it's not Jessica's fault, because she was up all night volunteering at the retirement community. To Jessica, hearing about the aging process, back problems, slippers, retirement and Matlock is very interesting because she likes learning about

- ~~A. market research~~
- ~~B. sales and retailing~~
- C. gerontographics
- ~~D. financial accounting~~
- ~~E. entrepreneurial strategy~~