

Exam

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Studies on how magazines affect their readers' body images is an example of research in which of the following disciplines: 1) _____
- A) sociology
 - B) demographics
 - C) microeconomics
 - D) cultural anthropology
 - E) clinical psychology

Answer: E

Explanation: A)
B)
C)
D)
E)

- 2) Research has shown that Mexican firms are less likely to have formal codes of ethics and more likely to bribe public officials than are American or Canadian companies. This demonstrates that: 2) _____
- A) Mexicans tend to be considered interpretivists rather than positivists
 - B) social marketing is not important in Mexico
 - C) cultural values and beliefs are important for determining what is considered ethical
 - D) business practices can be unethical without being illegal
 - E) American and Canadian companies are more respectful than Mexican companies

Answer: C

Explanation: A)
B)
C)
D)
E)

- 3) Groups of people that unite on the Internet to share a passion for a product are known as: 3) _____
- A) virtual brand communities
 - B) Internet socialites
 - C) product organizations
 - D) chat rooms
 - E) consumer networks

Answer: A

Explanation: A)
B)
C)
D)
E)

- 4) At night, Aaron likes to walk around the city spray painting a black circle over top of company logos on billboards and bus-stop advertisements. Aaron's behaviour is an example of: 4) _____
- A) addictive consumption
 - B) antibehaviour
 - C) anticonsumption
 - D) shrinkage
 - E) anticommunication

Answer: C

Explanation: A)
B)
C)
D)
E)

- 5) John is the Vice-President of marketing for a local tour guide company. He is concerned that his customers are not recommending his company to friends of theirs. For John, this problem is a: 5) _____
- A) prepurchase issue
 - B) postpurchase issue
 - C) market segmentation problem
 - D) role theory problem
 - E) purchase issue

Answer: B

Explanation: A)
B)
C)
D)
E)

- 6) The dominant set of assumptions which has influenced Western research on art and science since the late 16th century has been termed positivism. All of the following are tenets of positivism EXCEPT: 6) _____
- A) the world is an ordered rational place with a clearly defined past, present, and future
 - B) there are multiple and simultaneous events which shape a particular view of an occurrence and help us interpret the nature of reality
 - C) human reason is supreme
 - D) there is a single objective truth that can be discovered by science
 - E) we should stress the functions of objects and celebrate technology

Answer: B

Explanation: A)
B)
C)
D)
E)

7) When consumers are making buying decisions, some observers have said that their behaviour resembles acting in a play, complete with lines, props, even costumes. They may alter their consumption decisions depending upon the part they are playing at the time. This view of consumer behaviour is often called: 7) _____

- A) consumer activism
- B) consumption play theory
- C) situational analysis
- D) dramatism
- E) role theory

Answer: E

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

8) Volkswagen Beetle ads typified a social outcast who is able to poke holes in the stuffiness and rigidity of bureaucracy. This approach would reflect a paradigm reflecting: 8) _____

- A) positivism
- B) Jungianism
- C) modernism
- D) Freudianism
- E) interpretivism

Answer: E

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

9) To reduce waste associated with their Downey Fabric Softener, Proctor & Gamble introduced refillable containers. This is an example of: 9) _____

- A) culture jamming
- B) green marketing
- C) social marketing
- D) ethical marketing
- E) anticonsumption

Answer: B

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

- 10) Recently marketers have come to realize the value of what is being called relationship marketing. 10) _____
In marketing terms, it means:
A) instituting practices which show companies' awareness of their responsibilities to the environment and society
B) coordinating the packages of family brands to communicate the same "look"
C) building bonds between brands and customers that will last over time
D) using new electronic capabilities to insure that all channel members work smoothly together, for example, in seeing that products get to retailers before their inventories run out
E) developing friendships with foreign governments so that American products can be sold in their countries at a fair price

Answer: C

Explanation: A)
B)
C)
D)
E)

- 11) Jane recently saw an advertisement for a national shampoo that showed a plain woman using the product, then being transformed with a new hairstyle, dressed in elegant clothes, and having the "man of her dreams" appear on her doorstep. This commercial upset Jane and in turn, she got mad at the company. This situation illustrates the potential backlash against marketers when they: 11) _____
A) create artificial needs
B) do not abide by legislation that makes that kind of imagery illegal
C) promise miracles
D) act as though they are still operating in the "good old days" of marketer space
E) unnecessarily use advertising to sell products

Answer: C

Explanation: A)
B)
C)
D)
E)

- 12) If a student wished to follow a perspective of _____ or "mixed images", the student would rebuke order for a focus on diverse experiences. 12) _____
A) psychographics
B) parallelism
C) pastiche
D) paradigm
E) post-consumption

Answer: C

Explanation: A)
B)
C)
D)
E)

13) When a friend goes with a teenager on a shopping trip for clothes and provides recommendations for or against buying a certain item, the friend is serving as a/an: 13) _____

- A) influencer
- B) organizer
- C) facilitator
- D) service vendor
- E) expert

Answer: A

Explanation: A)
B)
C)
D)
E)

14) Social critics have maintained that marketing leads people to buy products they do not want and do not need. However, the failure rate of new products that are heavily marketed is reportedly as high as 80 percent. How can these two seemingly opposite views of marketing be reconciled? 14) _____

- A) Consumers are highly influenced by marketing, but some products simply fail anyway.
- B) Purchase is a function of marketing, but business failure is unrelated to marketing.
- C) The social critics are simply wrong. People are not influenced by marketing.
- D) Marketing does have an influence on consumers, but marketers simply do not know enough about people to manipulate them any way they please.
- E) Products that fail are generally products that will satisfy a want, but not a need.

Answer: D

Explanation: A)
B)
C)
D)
E)

15) When Joan buys crumpets, since they remind her of her childhood teas by the fireside. Her relationship with this product is: 15) _____

- A) self-concept attachment
- B) nostalgic attachment
- C) love
- D) reciprocity
- E) interdependence

Answer: B

Explanation: A)
B)
C)
D)
E)

- 16) Current consumer research is likely to include attention to the "dark side" of consumer behaviour. 16) _____
This growing emphasis refers to the fact that:
A) understanding of consumption for its own sake should be the focus of research rather than for the sake of making money
B) it is difficult to measure the contribution of the "art" of consumer behaviour research to the corporate bottom line
C) not all consumer behaviour or marketing activity is necessarily beneficial to society
D) not all marketers make money for their companies
E) many consumer behaviour findings are being stolen by competitors, via computers

Answer: C

Explanation: A)
B)
C)
D)
E)

- 17) Mary designed an unsuccessful advertising campaign for a medical insurance company that was targeted at 18 to 34-year-old males. The campaign only included one commercial, which featured a young man that had become crippled in a skydiving accident. While planning the campaign, Mary failed to recognize that: 17) _____
A) she should have also segmented based on ethnicity
B) she should have advertised to women, who can influence men to purchase medical insurance
C) not all 18 to 34-year-old males share the same lifestyle
D) 18 to 34-year-old males are not interested in medical insurance
E) television commercials are not effective for advertising medical insurance

Answer: C

Explanation: A)
B)
C)
D)
E)

- 18) The expanded view of the exchange which includes the issues that influence the consumer before, during, and after a purchase is called: 18) _____
A) the value
B) the marketing mix
C) the consumption process
D) the pre-sell strategy
E) the strategic focus

Answer: C

Explanation: A)
B)
C)
D)
E)

19) The major academic journal for the field of consumer behaviour is: 19) _____
A) Journal of Advertising Quarterly
B) Consumer Reports
C) Journal of Consumer Research
D) Journal of Buying
E) Consumer Monographs

Answer: C

Explanation: A)
B)
C)
D)
E)

20) A fast food chain describes its core customer as a single male under 30 years of age with a working class job, reads little, likes loud music, and hangs out with friends. This is an example of: 20) _____
A) subculture
B) consumption community
C) demographics
D) typical male Canadian consumer of burgers
E) market segmentation

Answer: E

Explanation: A)
B)
C)
D)
E)

21) While marketers cannot create needs, they: 21) _____
A) can imply that products have magical properties which will transform lives
B) may affect an environment in which specific needs may be activated
C) control the mass media—almost the same thing
D) are close to being able to create needs in the next five years
E) can always sell to somebody

Answer: B

Explanation: A)
B)
C)
D)
E)

22) Mrs. Brown has an obsessive need to shop every day to relieve depression and boredom. Her behaviour is termed: 22) _____

- A) a spending spree
- B) compulsive consumption
- C) negative reinforcement
- D) impulse buying
- E) consumer behaviour

Answer: B

Explanation: A)
B)
C)
D)
E)

23) Billy is an avid collector of shoes. He constantly voices his opinion of new shoes on blogs and product review websites. His behaviour is consistent with the concept of: 23) _____

- A) Database Marketing
- B) Consumer-Generated Content
- C) File Sharing
- D) Interpretivism
- E) Relationship Marketing

Answer: B

Explanation: A)
B)
C)
D)
E)

24) The fact that bribery in business is acceptable in some countries but not in others demonstrates that: 24) _____

- A) practices can be unethical without being illegal
- B) ethics are incompatible with social marketing
- C) some countries are more advanced than others
- D) ethics are relative to the situation in which business persons find themselves
- E) cultural jamming has been successfully practiced in some countries

Answer: A

Explanation: A)
B)
C)
D)
E)

25) Tina, a supervisor of displays for Sears Canada, knows that attractive displays can generate additional sales of particular items. From a marketer's perspective, this is a/an: 25) _____

- A) merchandising complexity
- B) postpurchase issue
- C) market indicator
- D) purchase issue
- E) loss leader

Answer: D

Explanation: A)
B)
C)
D)
E)

26) In a field of study like consumer behaviour, when a competing paradigm challenges the dominant set of assumptions, this is known as a: 26) _____

- A) paradigm realignment
- B) paradigm shift
- C) paradigm alteration
- D) paradigm adjustment
- E) paradigm restructuring

Answer: B

Explanation: A)
B)
C)
D)
E)

27) Marketers who interact with their customers on a regular basis, and not just at the time of purchase, are most likely engaged in: 27) _____

- A) relationship marketing
- B) database marketing
- C) psychographic segmentation
- D) market segmentation
- E) demographic segmentation

Answer: A

Explanation: A)
B)
C)
D)
E)

28) In a survey designed to measure people's willingness to pay for fair trade coffee, researchers found that most coffee drinkers were willing to pay an average price premium of _____: 28) _____

A) 40 percent B) 50 percent C) 10 percent D) 30 percent E) 20 percent

Answer: C

Explanation: A)
B)
C)
D)
E)

29) Gail decides to take a break from studying, and goes online to check things out. She connects with one of the product discussion groups that she participates in. This is an example of a/an: 29) _____

- A) marketplace competition
- B) brand competition
- C) consumption community
- D) lifestyle discussion
- E) societal information session

Answer: C

Explanation: A)
B)
C)
D)
E)

30) Terry, an art lover, has a strong emotion towards her modern painting that she bought last month. Her relationship with this product is: 30) _____

- A) love
- B) self-concept attachment
- C) nostalgic attachment
- D) reciprocity
- E) interdependence

Answer: A

Explanation: A)
B)
C)
D)
E)

31) When we hear global terms like kuroi kiri, la mordida, bustarella, and baksheesh, they are referring to: 31) _____

- A) advertising
- B) competition
- C) theft
- D) bribery
- E) segmentation

Answer: D

Explanation: A)
B)
C)
D)
E)

32) The purpose of advertisements for Coca Cola is to: 32) _____
A) teach us ways to satisfy a need
B) encourage moral breakdown
C) create a need
D) identify a want
E) encourage us to be thirsty

Answer: A

Explanation: A)
B)
C)
D)
E)

33) The term shrinkage is an industry term for: 33) _____
A) the fragmentation of consumer needs caused by the Internet
B) reductions in waste resulting from product usage
C) inventory and cash losses due to shoplifting and employee theft
D) explaining why consumers purchase less products as they grow older
E) a North American consumer trend associated with paying less for products

Answer: C

Explanation: A)
B)
C)
D)
E)

34) In the "good old days" companies decided what they wanted their customers to know and do. This time is known as: 34) _____
A) market control
B) the age of demographics
C) the baby boomer era
D) marketer space
E) consumer space

Answer: D

Explanation: A)
B)
C)
D)
E)

35) Interpretivists' view is all of the following EXCEPT: 35) _____
A) there are no right or wrong answers
B) there is a single objective truth
C) we each construct our own meanings of the world we live in
D) symbolic, subjective experience is important
E) positivists stress science and technology too much

Answer: B

Explanation: A)
B)
C)
D)
E)

36) Matty loves to use her shower gel when she showers each morning. Her relationship with this product is: 36) _____

- A) love
- B) interdependence
- C) self-concept attachment
- D) reciprocity
- E) nostalgic attachment

Answer: B

Explanation: A)
B)
C)
D)
E)

37) At times Pepsi and Coke have been accused of causing psychological dependence due to the levels of caffeine in their colas. This is known as: 37) _____

- A) brand loyalty
- B) social marketing
- C) relationship marketing
- D) psychological marketing
- E) consumer addiction

Answer: E

Explanation: A)
B)
C)
D)
E)

38) Why would a cereal manufacturer advertise a well-known children's cereal during a popular television show for adults? 38) _____

- A) Adults engage in role playing and act like children while watching television.
- B) Showing advertisements during popular television advertisements results in better recall.
- C) The cereal manufacturer has identified that there is a difference between the user of the product and the purchaser of the product.
- D) The company is relying on children to watch the television show without their parents knowing.
- E) The company is trying to overcome a common postpurchase issue.

Answer: C

Explanation: A)
B)
C)
D)
E)

- 39) The "interdisciplinary influence" on the study of consumer behaviour refers to: 39) _____
- A) the wide range of different professional and academic fields doing consumer research
 - B) the increasing need to acknowledge differences in other cultures when marketing products
 - C) setting a deliberate policy of hiring consumer research professionals who are from other countries
 - D) the need for establishing rigorous discipline when conducting consumer research
 - E) the variety of organizations sponsoring consumer research, such as universities, advertising agencies, governments, and manufacturers

Answer: A

Explanation: A)
B)
C)
D)
E)

- 40) Mary has two daughters, aged fourteen and twelve. While shopping, she spotted some jeans that had been marked down 50%, and bought a pair for each daughter. When she showed them to her daughters, they clearly showed their displeasure towards them. Mary has engaged in: 40) _____
- A) purchase orientation
 - B) fashion suicide
 - C) value orientation
 - D) need satisfaction
 - E) influencer dissatisfaction

Answer: B

Explanation: A)
B)
C)
D)
E)

- 41) Jonathan, who can be characterized as an extrovert, has 718 Facebook friends. In contrast, Sam, who can be characterized as an introvert, has only 183 friends on Facebook. This situation supports which model of Internet use? 41) _____
- A) The Online and Offline Personality Convergence
 - B) The Outgoing People Phenomenon
 - C) Online Collaboration Community
 - D) The Rich Get Richer
 - E) The Aggressiveness Index

Answer: D

Explanation: A)
B)
C)
D)
E)

- 42) To the assertion that mass media control our destiny and that marketers use "secret techniques" to effect mind-control, the evidence suggests that: 42) _____
- A) this is true, but only in political campaigns
 - B) about 10 to 15 percent of the population can be controlled in this way
 - C) consumers would resist the mind-control techniques used
 - D) marketers simply don't know enough about people to control them
 - E) marketers need to "control" consumers but they do not have suitable techniques to use

Answer: D

Explanation: A)
B)
C)
D)
E)

- 43) A person can have all of the following relationships with a product EXCEPT: 43) _____
- A) nostalgic attachment
 - B) love
 - C) self-concept attachment
 - D) interdependence
 - E) reciprocity

Answer: E

Explanation: A)
B)
C)
D)
E)

- 44) The fundamental set of assumptions which researchers make about what they are studying and how to go about studying it is termed: 44) _____
- A) research vision
 - B) a decision tree
 - C) entomology
 - D) information processing
 - E) a paradigm

Answer: E

Explanation: A)
B)
C)
D)
E)

45) The "pyramid of consumer behaviour" illustrates the focus of several disciplines when studying consumer behaviour. Focus on the individual's consumer behaviour (such as how one reads certain sections of a magazine) is termed:

45) _____

- A) a discipline
- B) idiosyncratic
- C) unitary
- D) micro
- E) macro

Answer: D

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

46) Randy is a consumer behaviour researcher, and believes that there is too much emphasis on technology and science. This set of beliefs reflects a paradigm known as:

46) _____

- A) positivism
- B) modernism
- C) Freudianism
- D) interpretivism
- E) Jungianism

Answer: D

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

47) If Maple Leaf Foods of Toronto were to donate a certain percentage of its annual profits to adult literacy, they would be engaged in:

47) _____

- A) lifestyle segmentation
- B) social marketing
- C) aggregate marketing
- D) database marketing
- E) irresponsible practices

Answer: B

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

- 48) The main difference between impulse buying and compulsive consumption is: 48) _____
- A) impulse buying is done by choice, while compulsive consumption is not
 - B) impulse buying occurs at a particular moment, while compulsive consumption is an enduring behaviour
 - C) impulse buying cannot be measured empirically, while compulsive consumption can be
 - D) impulse buying only occurs for certain types of products, while compulsive consumption can occur for any product
 - E) there is no difference - they are different terms that mean the same thing

Answer: B

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

- 49) Brenda is extremely interested in how female images of changed in magazine advertising over time. Her interest is related to which field of study? 49) _____
- A) Cultural Anthropology
 - B) Demography
 - C) Semiotics
 - D) Clinical Psychology
 - E) Experimental Psychology

Answer: A

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

- 50) Sarah is extremely interested in understanding which parts of her company's website are most likely to be read by Internet users. The person that would be best-suited to help her solve this problem would have a background in: 50) _____
- A) semiotics
 - B) experimental psychology
 - C) human ecology
 - D) clinical psychology
 - E) sociology

Answer: B

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

51) Some researchers argue that the field of consumer behaviour should not have a strategic focus at all and should not be a(n): 51) _____

- A) "handmaiden to business"
- B) course taught at post-secondary institutions
- C) question open for interpretation
- D) offshoot of economics
- E) object of constant study and criticism

Answer: A

Explanation: A)
B)
C)
D)
E)

52) The "pyramid of consumer behaviour" illustrates the focus of several disciplines when studying consumer behaviour. Studying a phenomenon or activity such as a consumption pattern, which occurs among large groups of people, perhaps even a nation, shows a research focus termed: 52) _____

- A) national
- B) micro
- C) a discipline
- D) macro
- E) global

Answer: D

Explanation: A)
B)
C)
D)
E)

53) Mrs. Almarez is a middle-aged, high income, stay at home mother. Recently she was caught shoplifting. She shoplifts because: 53) _____

- A) she needs the stolen goods
- B) she gets a thrill from doing it
- C) her friends do it
- D) she is part of a professional ring
- E) she does not believe it is morally wrong

Answer: B

Explanation: A)
B)
C)
D)
E)

- 54) Kim, the marketing manager for a large food manufacturing plant, recently met with his boss because he was concerned that his company was violating the Food and Drugs Act of 1953 and the Competition Act of 1986. Based on this information, what was the problem that Kim was concerned about? 54) _____
- A) The company would not reveal what information they were collecting from their customers
 - B) The company was advertising one of their unhealthy products as being healthy
 - C) The company was switching their prices without any legitimate reason
 - D) The company had not taken any quality-control measures when producing their products
 - E) Their products were unsafe to consume and could cause harm to people

Answer: B

Explanation: A)
B)
C)
D)
E)

- 55) If a product succeeds in satisfying needs and is purchased over and over, it most likely has attained: 55) _____
- A) brand loyalty
 - B) purchase conception
 - C) postpurchase evaluation
 - D) product separation
 - E) lifestyle variation

Answer: A

Explanation: A)
B)
C)
D)
E)

- 56) Of the following pieces of legislation intended to protect the consumer, which was the earliest: 56) _____
- A) Hazardous Products Act
 - B) Motor Vehicle Safety Act
 - C) Food and Drug Act
 - D) Textile Labelling Act
 - E) National Trademark and True Labelling Act

Answer: E

Explanation: A)
B)
C)
D)
E)

57) When a major hurricane is predicted in the southern United States, which product do people stock up on the most? 57) _____

- A) Blankets
- B) Beer
- C) Flashlights
- D) Pop-Tarts
- E) Water

Answer: B

Explanation: A)
B)
C)
D)
E)

58) In studying consumer behaviour, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called: 58) _____

- A) physiology
- B) physiognomies
- C) demographics
- D) personal profiles
- E) psychographics

Answer: C

Explanation: A)
B)
C)
D)
E)

59) A physiological and/or psychological dependency on products or services is called consumer _____ 59) _____

- A) conditioning
- B) psychosis
- C) addiction
- D) obsession
- E) gratification

Answer: C

Explanation: A)
B)
C)
D)
E)

60) In studying consumers like Gail, a college junior, marketers often find it useful to learn how they spend their leisure time, their interests in music or clothing, even attitudes about social issues, to be able to categorize them according to their lifestyles. This sort of information is called:

60) _____

- A) demographics
- B) psychographics
- C) core values
- D) configurations
- E) physiognomies

Answer: B

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

61) Although research has shown that consumers think better of products made by firms they feel are behaving ethically, many "ethical" companies encounter difficulties selling their products. What is a good a reason for this?

61) _____

- A) products made by ethical companies are hard to find for consumers
- B) ethical companies do not make good quality products
- C) there is no such thing as true ethical company
- D) consumers lie on surveys about ethical companies in order to appear like they care
- E) sometimes consumers' buying behaviour is not consistent with their positive attitudes about ethical products

Answer: E

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

62) Jeff has begun closely tracking his customers buying habits in order to enhance his company's customer service. Jeff is engaging in:

62) _____

- A) market segmentation
- B) role playing
- C) market surveillance
- D) database marketing
- E) market spying

Answer: D

- Explanation:
- A)
 - B)
 - C)
 - D)
 - E)

- 63) 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 is called: 63) _____
- A) Role Theory
 - B) Market Research
 - C) Psychographics
 - D) Market Segmentation
 - E) Consumer Behaviour

Answer: E

Explanation: A)
B)
C)
D)
E)

- 64) The growth of the Web has created thousands of online consumption communities. What is the biggest danger of such communities? 64) _____
- A) the members will feel pressure to conform to certain types of purchase behaviour
 - B) the members will receive bad information
 - C) the members will become frustrated in their communication efforts
 - D) the members will have no sense of belonging
 - E) the members of have no sense of mission

Answer: A

Explanation: A)
B)
C)
D)
E)

- 65) A young, successful actor, Raoul, thinks of his new BMW as part of his new identity. His relationship with this product is 65) _____
- A) nostalgic attachment
 - B) interdependence
 - C) self-concept attachment
 - D) reciprocity
 - E) love

Answer: C

Explanation: A)
B)
C)
D)
E)

66) If you listed your collection of NHL rookie cards on eBay, you would be engaging in which type of commerce: 66) _____
A) C2C
B) B2C
C) database
D) B2B
E) market adaptation

Answer: A

Explanation: A)
B)
C)
D)
E)

67) Judy received an email stating that a person she didn't know had passed away with a large fortune. The email encouraged her to send her bank information so that she could split the wealth with the emailer. The emailer is likely a(n): 67) _____
A) Counterscammer
B) Good Samaritan
C) Social Media Expert
D) Advance Fee Fraud Artist
E) Webmaster

Answer: D

Explanation: A)
B)
C)
D)
E)

68) Considering the dramatic growth of shopping centres worldwide, toward what country would you point a businessperson that was interested in locating in the largest shopping mall in the world? 68) _____
A) Australia
B) United States
C) Canada
D) China
E) Germany

Answer: D

Explanation: A)
B)
C)
D)
E)

- 69) Research has shown that heavy Web users are less likely to spend time with friends and family, but they report far more offline contact with family members than nonusers. How should this be interpreted by marketers? 69) _____
- A) The findings emphasize the need for smaller companies to go global on the Web
 - B) There is probably a third factor involved, such as personality, which increases the interactions among family of some heavy Web users but decreases the interaction among others
 - C) Respondents in marketing research many times misrepresent the truth about sensitive items
 - D) Heavy Web users are an ideal market segment for purchases of family-oriented products, such as board games
 - E) Respondents are not sure what Web use is, therefore they are answering in ways that misrepresent their actual behaviour.

Answer: B

Explanation: A)
B)
C)
D)
E)

- 70) Marketers use various mythical creatures and personalities, such as the Pillsbury Doughboy or Sasquatch, to create an identity for their products. The personalities become well-known in popular culture, and are effective representatives for their products. Such figures are called: 70) _____
- A) spokescharacters
 - B) product determinants
 - C) marketing figures
 - D) product symbols
 - E) Q factors

Answer: A

Explanation: A)
B)
C)
D)
E)

- 71) One of the fundamental premises of the modern field of consumer behaviour is that people often buy products, not for what they do, but for what they: 71) _____
- A) cost
 - B) promise
 - C) mean
 - D) look like
 - E) appear to do

Answer: C

Explanation: A)
B)
C)
D)
E)

72) The idea that people will distort personal information in a positive direction, particularly for attributes concerning which the consumer may hold negative self-views, is the basis behind the theory of:

72) _____

- A) self-expression
- B) self-determination
- C) self-verification
- D) self-criticism
- E) self-enhancement

Answer: E

Explanation: A)
B)
C)
D)
E)

73) Which of the following is not an example of a demographic variable?

73) _____

- A) gender
- B) age
- C) ethnicity
- D) lifestyle
- E) geography

Answer: D

Explanation: A)
B)
C)
D)
E)

74) That there is a single objective truth, that real causes exist for an outcome, are aspects of which approach to the study of consumer behaviour:

74) _____

- A) symbolism
- B) postmodernism
- C) positivism
- D) absolutism
- E) interpretivism

Answer: C

Explanation: A)
B)
C)
D)
E)

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

75) Thirteen-year-old Sophie's mother has just purchased a new outfit for her. In Sophie's eyes this is viewed as _____.

75) _____

Answer: fashion suicide

Explanation:

- 76) A low tar claim in an advertisement for Brand X cigarettes proved to be misleading. Which Act was violated? 76) _____
 Answer: Competition Act
 Explanation:
- 77) The notation for business to consumers on the Internet is _____. 77) _____
 Answer: B2C commerce
 Explanation:
- 78) _____ is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, or ideas, to satisfy needs and desires 78) _____
 Answer: Consumer behaviour
 Explanation:
- 79) Name four types of relationships a person may have with a product. 79) _____
 Answer: self concept attachment; nostalgic attachment; interdependence; love.
 Explanation:
- 80) Julie chooses a brand of lipstick that has an/a _____ consistent with her underlying needs. 80) _____
 Answer: image or personality
 Explanation:
- 81) _____ means that much of consumer behaviour resembles actions in a play, that consumers act out different roles according to the particular "play" they are in. 81) _____
 Answer: Role theory
 Explanation:
- 82) The assumptions of _____ include the notion that the world is a rational ordered place with a clearly defined past, present, and future. 82) _____
 Answer: positivism
 Explanation:

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 83) Employees are the major cause of shrinkage in firms. 83) _____
 Answer: True False
 Explanation:
- 84) Graffiti on the Toronto subway is one form of anti-consumption. 84) _____
 Answer: True False
 Explanation:
- 85) Online shopping does not create opportunities for small, specialized businesses. 85) _____
 Answer: True False
 Explanation:

- 86) Social class is not considered a demographic variable because it is not a directly observable aspect of the population. 86) _____
 Answer: True False
 Explanation:
- 87) The term "brand loyalty" refers to making a product's "personality" resemble or be consistent with the consumer's self-perceptions. 87) _____
 Answer: True False
 Explanation:
- 88) We generally use the term "paradigm" to refer to the fundamental assumptions researchers make about what they are studying and how to go about studying it. 88) _____
 Answer: True False
 Explanation:
- 89) When Gail investigates sex, age, and income characteristics of her friends, she is studying psychographics. 89) _____
 Answer: True False
 Explanation:
- 90) Consumer behaviour as a science deals mainly with what happens at the point of purchase. 90) _____
 Answer: True False
 Explanation:
- 91) Link James is arguing with his friend Ali. Link is arguing that one of the reasons the country is in sorry shape is that there is too much emphasis on science and technology in our society; this ordered, rational view of behaviour denies the complex social and cultural world in which we live. Whether he realizes it or not, Link is presenting a "positivist" view to his friend. 91) _____
 Answer: True False
 Explanation:
- 92) According to the economics-of-information perspective, consumers are willing to pay for advertising because the information it provides reduces search time. 92) _____
 Answer: True False
 Explanation:
- 93) Canada is one of the "cleanest" countries in the world when it comes to issues like bribery or giving "gifts" in exchange for getting business from suppliers. 93) _____
 Answer: True False
 Explanation:
- 94) Compulsive consumption is much like impulse buying because the shopper focuses on the process of buying, rather than on the purchases themselves. 94) _____
 Answer: True False
 Explanation:
- 95) Unlike those with physical addictions, consumption addicts really do have control over their behaviour; the comparison is strictly metaphorical. 95) _____
 Answer: True False
 Explanation:

- 96) Business ethics essentially are rules of conduct that guide actions in the marketplace. 96) _____
Answer: True False
Explanation:
- 97) With respect to relationships with products, "nostalgic attachment" occurs if the product is part of the user's daily routine. 97) _____
Answer: True False
Explanation:
- 98) Virginia received a spam email telling her she could have access to \$10 million if she provided her bank information. She sent an email back to the emailer asking them to take a picture of themselves holding up a sign with a funny message on it. When Virginia received a picture back from the emailer, she uploaded to multiple websites. Virginia could be categorized as a counterscammer. 98) _____
Answer: True False
Explanation:
- 99) Australia and Switzerland are two of the most well-known countries for bribery. 99) _____
Answer: True False
Explanation:
- 100) Consumer behaviour is a true interdisciplinary study. Much of the information marketers have about micro consumer behaviour has actually come from the field of cultural anthropology. 100) _____
Answer: True False
Explanation:
- 101) Database marketing involves the use of only demographic characteristics in order to be effective. 101) _____
Answer: True False
Explanation:
- 102) U-commerce is a term for describing how people use the Internet to stay connected with other like-minded people. 102) _____
Answer: True False
Explanation:
- 103) The best way to think of an "exchange" is when a consumer gives a company money for a product or service. 103) _____
Answer: True False
Explanation:
- 104) Lisa owns a salon. When her salon first started using the Internet, they simply had webpages describing the various services they offered. Now her salon's website also contains a blog and a webpage where people can upload photos of their experience at the salon. Lisa has adopted the Web 2.0 approach to marketing online. 104) _____
Answer: True False
Explanation:
- 105) Predicting consumer behaviour is characteristic of a positivist research goal. 105) _____
Answer: True False
Explanation:

- 106) Income challenged consumers are the largest group of offenders in terms of shrinkage in firms. 106) _____
 Answer: True False
 Explanation:
- 107) "Shopaholics" turn to shopping in much the same way as addicted people turn to drugs or alcohol. 107) _____
 Answer: True False
 Explanation:
- 108) If a consumer believed that science could fix or find a cure for anything, he or she would be following interpretivism. 108) _____
 Answer: True False
 Explanation:
- 109) The belief that each of us constructs our own meanings for an occurrence based upon our diverse or shared cultural experiences is an aspect of interpretivism. 109) _____
 Answer: True False
 Explanation:
- 110) John feels that his new set of golf clubs really helps to establish himself as a golf expert among people that he golfs with. One could say that he has a "love" relationship with his golf clubs. 110) _____
 Answer: True False
 Explanation:
- 111) Rather than try to reach everybody, a marketer today usually targets his product to specific consumers, even if he makes other people deliberately avoid it as a result. 111) _____
 Answer: True False
 Explanation:
- 112) Age, Gender, Ethnicity, Income, and Geography, and Purchase Frequency are all potential segmentation variables. 112) _____
 Answer: True False
 Explanation:
- 113) Many firms choose to protect or enhance the natural environment as they go about their business activities. This is called "social marketing." 113) _____
 Answer: True False
 Explanation:
- 114) The choice of a favourite website by an individual can be said to be very much a lifestyle statement. 114) _____
 Answer: True False
 Explanation:
- 115) Most consumer behaviour researchers believe the focus should be on the understanding of consumption itself, and not marketing applications. 115) _____
 Answer: True False
 Explanation:

- 116) Christina Chiang has decided to order a week's worth of groceries from HomeGrocer.com. She places her order and is pleasantly surprised when she receives her order at her doorstep six hours after the order was placed. This transaction would be a good example of the exchange that takes place in a "virtual brand community." 116) _____
Answer: True False
Explanation:
- 117) Marketer space is really the same concept as a newer term called consumer space. 117) _____
Answer: True False
Explanation:
- 118) If you were preparing a list of variables to use for research on market segmentation, one variable could be Quebec. 118) _____
Answer: True False
Explanation:
- 119) A good illustration of consumption addiction is going to shopping malls. 119) _____
Answer: True False
Explanation:
- 120) The Jones and Smiths were born in the sixties so they tend to share a common set of cultural experiences that they carry throughout life. 120) _____
Answer: True False
Explanation:
- 121) Canada has the highest per capita rate of immigration in the world. 121) _____
Answer: True False
Explanation:
- 122) The expanded view of consumer behaviour recognizes that the consumption process includes issues that influence consumers before, during, and after a purchase is made. 122) _____
Answer: True False
Explanation:
- 123) The only cola Tom will drink is Coca Cola. He is part of a market segment of loyal users. 123) _____
Answer: True False
Explanation:
- 124) An activist group would be engaging in culture jamming if they promoted their cause at all opportunities. 124) _____
Answer: True False
Explanation:
- 125) As a grocery store manager, you want to be able to easily track what items need to be restocked and which ones are past their expiry date. Using RFID tags could help you with this. 125) _____
Answer: True False
Explanation:

- 126) The majority of people that shoplift need the items they steal. 126) _____
Answer: True False
Explanation:
- 127) Jennifer is cultural anthropologist, and therefore, her research projects would be focussed on addressing micro consumer behaviour issues. 127) _____
Answer: True False
Explanation:
- 128) The theory of self-verification suggests that people portray their self-concept in a self-congruent manner in order to bolster a person's confidence in predicting and controlling the world. 128) _____
Answer: True False
Explanation:
- 129) The field of semiotics attempts to identify a product's role in the verbal and visual communication of meaning. 129) _____
Answer: True False
Explanation:
- 130) Pastiche is a term that means "mixture of words" 130) _____
Answer: True False
Explanation:
- 131) Differentiating products by gender does not begin until the teenage years. 131) _____
Answer: True False
Explanation:
- 132) Gambling is an example of a "consumption addiction" because the person never experiences any regret or guilt afterwards. 132) _____
Answer: True False
Explanation:
- 133) Some firms think it is okay to give consumers false information in order to get them to buy. 133) _____
Answer: True False
Explanation:
- 134) James is choosing between buying a new Honda or a new Toyota, but cannot decide which one better suits his identity. For James, this issue is a prepurchase issue. 134) _____
Answer: True False
Explanation:
- 135) Consumer purchases are the best measure for determining whether or not a marketing strategy was a success. 135) _____
Answer: True False
Explanation:
- 136) Consumer behaviour theorists have found that consumers only buy products and services for what the products /services do. 136) _____
Answer: True False
Explanation:

- 137) The key issue about market segmentation is that consumers within a segment have to be psychographically the same. 137) _____
 Answer: True False
 Explanation:
- 138) The definition of a "consumer" would include an executive of a large corporation who is deciding whether to buy a multimillion dollar computer system, as well as groups or organizations. 138) _____
 Answer: True False
 Explanation:
- 139) "Role theory" means that much of consumer behaviour resembles actions in a play, and that consumers act out many different roles according to the particular "play" they are in at the time. 139) _____
 Answer: True False
 Explanation:
- 140) Keith went into a store to return a shirt. The owner of the store replied that she needed Keith's address and phone number to refund his money. After providing his information Keith asked what the information was needed for, but the owner of the store would not tell him. The owner's actions are in direct violation of The Competition Act. 140) _____
 Answer: True False
 Explanation:
- 141) People choose brands that have a personality consistent with their underlying needs. 141) _____
 Answer: True False
 Explanation:

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 142) In what way can illegal activities be viewed as harmful or destructive consumer behaviours?
 Answer: Illegal activities—Many consumer behaviours are not only self-destructive or socially damaging, they are, of course, illegal as well. Examples include theft, shoplifting, employee pilferage, arson, insurance fraud. Losses account for a substantial increase in the cost of goods since these losses are passed on to the consumer.
 Anticonsumption—Products and services are deliberately defaced or mutilated, such as product tampering (e.g., Tylenol), graffiti on buildings or subways, and so on. Causes may range from peer pressure to rage against some aspect of society. The destruction of property by vandalism both contributes to additional costs to the consumer and threatens society by potentially denying access to necessary services like public transportation and communication.
- 143) What is relationship marketing? How might relationship marketing be used by marketers to become "closer" to consumers?
 Answer: Marketers are carefully defining customer segments and listening to people in their markets as never before. Many of them have realized that a key to success is building relationships between brands and customers that will last a lifetime. Marketers who believe in this philosophy, called *relationship marketing*, are making an effort to interact with customers on a regular basis and giving them reasons to maintain a bond with the company over time. The Internet has become a great tool for building relationships with consumers.

144) A clergyman of a small inner city parish has spent time defacing billboards advertising the local casino. Explain his behaviour.

Answer: The clergyman is participating in destructive consumer behaviour, in this case, anticonsumption or the defacement or alternation of advertising materials as a form of political expression. In effect, he is destroying advertising that he feels promotes unethical acts—in this case gambling.

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

Answer: Buyer behaviour reflects an emphasis on the act of purchase, but this exchange is dependent upon a number of pre-purchase and post-purchase perspectives and behaviours. To fully understand why an exchange is made, the decisions and influences before the exchange must be known, and the expectations of what happens after the exchange must be understood.

146) What is database marketing? Give an example that demonstrates how database marketing can be used by marketers to do a more effective job of marketing products and services.

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. The student may use examples from the chapter or original examples; however, all examples should demonstrate how a company takes a database and uses the information to better reach or serve customers. The chapter cites examples concerning Ritz-Carlton, American Express, General Motors, and Kraft/General Foods.

147) Identify and describe four types of relationships that consumers can have with products.

Answer: Self Concept Attachment - The product helps to establish the user's identity
Nostalgic Attachment - The product serves as a link with a past self
Interdependence - The product is part of the user's daily routine
Love - The product elicits emotional bonds of warmth, passion, or other strong emotions

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

Answer: The example used in the text is The Hollywood Stock Exchange where a simulated entertainment stock market is found. Traders try to predict the four-week box office take from films. Major studios and actors cannot afford to ignore this customer community when making their "real" development and marketing decisions. 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 behaviour specialist.

The instructor can provide more structure to this question by designating the type of virtual brand community, such as one for cars, motorcycles, Beanie Babies, software, et cetera.

149) Distinguish between green marketing and social marketing. Use an example for each.

Answer: Green marketing is when firms choose to protect or enhance the natural environment within their business activities, such as when Proctor and Gamble introduced refillable containers for Downy Fabric Softener. Social marketing refers to using marketing techniques to encourage positive behaviours or discourage negative behaviours, such as drunk driving. Although there are examples in the text, the student should be able to bring in other examples from outside the book as there are many.

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

Answer: 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. A goal of positivism is to be able to predict consumer behaviour. Some of its 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.

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. A goal of interpretivists is to understand consumers and consumer behaviour rather than try to predict them.

151) Discuss addictions as an aspect of the dark side of consumer behaviour. Describe two examples in detail.

Answer: Addictive consumption: Consumer addiction is a physiological and/or psychological dependency on products or services. Much negative or destructive consumer behaviour is characterized by three common elements:

- (1) it is not done by choice;
- (2) the gratification derived from the behaviour is short-lived; and
- (3) following consumption, the person strongly feels guilt or regrets the behaviour.

Examples of consumer addictions can include alcohol, cigarettes, chocolate, colas, and even the Internet and shopping. Others include: Gambling, which follows the typical addictive cycle of a "high" while in action, followed by depression when not playing, and subsequently, a return to the thrill of the action.

Compulsive consumption, which is repetitive shopping, often excessive, as an antidote to tension, anxiety, depression, or boredom. The compulsive behaviour centres on buying, not on the purchases themselves, which are often acknowledged to be unused or unusable.

152) The pyramid of consumer behaviour highlights the fact that many different perspectives have an influence on the field of consumer behaviour. Distinguish between micro and macro consumer issues and identify three disciplines and their focus on consumer behaviour issues.

Answer: Micro consumer behaviour issues are focused on the individual consumer, while macro consumer behaviour topics deal with activities that occur among a large group of people. The student can then choose three disciplines from the following list:

Experimental Psychology - product role in perception, learning, and memory processes

Clinical Psychology - product role in psychological adjustment

Microeconomics/Human Ecology - product role in allocation of individual or family resources

Social Psychology - product role in the behaviour of individuals as members of social groups

Sociology - product role in social institutions and group relationships

Macroeconomics - product role in consumers' relations with the marketplace

Semiotics/Literary Criticism - product role in the verbal and visual communication of meaning

Demography - product role in measurable characteristics of a population

History - product role in societal changes over time

Cultural Anthropology - product role in a society's beliefs and practices

153) The good old days of "marketer space" where companies call the shots appear to be dead and gone. Consumers still need companies, but they will engage with them only on their own terms. With the proliferation of consumer-generated content, how should marketers use this to build relationships with consumers?

Answer: The idea behind this question is to get students to think critically about how companies need to interact with consumers in this new era of marketing. A great answer would focus on how companies, like Doritos, encourage consumers to talk about their brand for them. The goal for companies is not to control consumer messages per se, but find ways to facilitate positive conversations by consumers when speaking about their brand.

154) Define demographics. Next, using information that you have learned from the text about the demographics of consumers, identify three marketing opportunities that match demographic trends. Justify your opportunities with specifics from your demographic appraisal.

Answer: (a) Demographics are statistics that measure observable aspects of a population, such as birth rate, age distribution, and income.

(b) To answer the second portion of this question, the student should use facts from the chapter, especially from the *demographic dimensions* listed in the chapter (age, gender, family structure, social class and income, race and ethnicity, lifestyle, and geography). The instructor may give additional instructions with this question (such as providing the student with a photocopy of a table or other pertinent data). The opportunities may be in new markets that might be emerging or new products that might be sold to new or existing markets. It would probably be best to give specifics here so there will be consistency in the answers among students. All students should be judged on their creativity and their use of factual data to support their answers. Be sure to allow enough time for this question or give it as a take-home question.

155) An illegal business practice in any given country could or could not be considered unethical. Explain.

Answer: Although it is true that most cultures incorporate their ethical values into laws, laws and ethics are not always the same. Some ethical values are not put into law, and, on occasion, a law may be considered unethical. Although many ethical values are universal, such as prohibitions against dishonest behaviour, theft, and murder, some cultural differences may exist from one country to the next. Peoples in different cultures may also recognize the same set of ethics, but put different values to the behavioural expression of these. Consequently, all these combinations could be reflected in local laws, which differ from one country to the next.

156) List the three stages of the consumption process, indicating for each stage some of the issues of concern to the consumer as well as to the marketer.

Answer: Pre-purchase stage:

—Consumer concerns: How does the consumer decide if a product is needed? What are the best sources for information to learn more about alternative choices?

—Marketers' concerns: How are consumer attitudes formed or changed?

What cues do consumers use to infer which products are superior to others?

Purchase stage:

—Consumer concerns: Is acquiring a product a stressful or pleasant experience? What does the purchase say about the consumer?

—Marketers' concerns: How do situational factors, such as time pressure or store displays, affect the consumer's purchase decisions?

Post-purchase stage:

—Consumer concerns: Does the product provide pleasure or perform its intended function? How is the product eventually disposed of, and what are the environmental consequences of this action?

—Marketers' concerns: What determines whether a consumer will be satisfied with a product and buy it again? Does this person tell others about his/her experience with the product and affect their purchase decisions?

157) You have just told a girl you recently met about your enrollment in a consumer behaviour class, to which she replies, "I don't agree with marketers. They manipulate us through advertising by telling us we need something that we don't.." What counterarguments (if any) could you give her and are there any examples you could use to be more convincing?

Answer: There are two arguments in the girl's statement. The first is whether or not marketers create needs. The counterargument against that claim is that needs are basic biological motives and wants represent a way to satisfy that need. Thus, the need already exists, marketers simply recommend ways to satisfy it. A good example of this is Coca-Cola, which satisfies the need for thirst.

The second argument is that advertisers manipulate people. In response to this, one could argue that advertisers simply do not know enough about people to manipulate them and as an example, the failure rate for products ranges from 40 to 80 percent. It appears that marketers can't manipulate people into thinking a product is good when it is not.

158) Samantha recently returned from a grocery store. While at the store, she noticed a point-of-purchase display that was advertising three boxes of cookies on special, which she purchased. When Samantha arrived home, her husband Greg was extremely mad at her for buying cookies that they didn't need. He referred to her behaviour as being compulsive. Is he right?

Answer: The student should distinguish between impulsive and compulsive buying. Impulsive buying occurs when a person purchases a specific product at a particular moment. Compulsive buying on the other hand, is an enduring behaviour that centres on the process of buying, not the purchases themselves. Samantha's behaviour should thus be characterized as impulsive, not compulsive.

Answer Key
Testname: C1

- 1) E
- 2) C
- 3) A
- 4) C
- 5) B
- 6) B
- 7) E
- 8) E
- 9) B
- 10) C
- 11) C
- 12) C
- 13) A
- 14) D
- 15) B
- 16) C
- 17) C
- 18) C
- 19) C
- 20) E
- 21) B
- 22) B
- 23) B
- 24) A
- 25) D
- 26) B
- 27) A
- 28) C
- 29) C
- 30) A
- 31) D
- 32) A
- 33) C
- 34) D
- 35) B
- 36) B
- 37) E
- 38) C
- 39) A
- 40) B
- 41) D
- 42) D
- 43) E
- 44) E
- 45) D
- 46) D
- 47) B
- 48) B
- 49) A
- 50) B

Answer Key
Testname: C1

- 51) A
- 52) D
- 53) B
- 54) B
- 55) A
- 56) E
- 57) B
- 58) C
- 59) C
- 60) B
- 61) E
- 62) D
- 63) E
- 64) A
- 65) C
- 66) A
- 67) D
- 68) D
- 69) B
- 70) A
- 71) C
- 72) E
- 73) D
- 74) C
- 75) fashion suicide
- 76) Competition Act
- 77) B2C commerce
- 78) Consumer behaviour
- 79) self concept attachment; nostalgic attachment; interdependence; love.
- 80) image or personality
- 81) Role theory
- 82) positivism
- 83) FALSE
- 84) TRUE
- 85) FALSE
- 86) TRUE
- 87) FALSE
- 88) TRUE
- 89) FALSE
- 90) FALSE
- 91) FALSE
- 92) TRUE
- 93) TRUE
- 94) FALSE
- 95) FALSE
- 96) TRUE
- 97) FALSE
- 98) TRUE
- 99) FALSE
- 100) FALSE

Answer Key
Testname: C1

- 101) FALSE
- 102) FALSE
- 103) FALSE
- 104) TRUE
- 105) TRUE
- 106) FALSE
- 107) TRUE
- 108) FALSE
- 109) TRUE
- 110) FALSE
- 111) TRUE
- 112) TRUE
- 113) FALSE
- 114) TRUE
- 115) FALSE
- 116) FALSE
- 117) FALSE
- 118) TRUE
- 119) FALSE
- 120) TRUE
- 121) TRUE
- 122) TRUE
- 123) TRUE
- 124) FALSE
- 125) TRUE
- 126) FALSE
- 127) FALSE
- 128) TRUE
- 129) TRUE
- 130) FALSE
- 131) FALSE
- 132) FALSE
- 133) TRUE
- 134) FALSE
- 135) FALSE
- 136) FALSE
- 137) FALSE
- 138) TRUE
- 139) TRUE
- 140) FALSE
- 141) TRUE
- 142) Illegal activities—Many consumer behaviours are not only self-destructive or socially damaging, they are, of course, illegal as well. Examples include theft, shoplifting, employee pilferage, arson, insurance fraud. Losses account for a substantial increase in the cost of goods since these losses are passed on to the consumer.
Anticonsumption—Products and services are deliberately defaced or mutilated, such as product tampering (e.g., Tylenol), graffiti on buildings or subways, and so on. Causes may range from peer pressure to rage against some aspect of society. The destruction of property by vandalism both contributes to additional costs to the consumer and threatens society by potentially denying access to necessary services like public transportation and communication.

Answer Key

Testname: C1

- 143) Marketers are carefully defining customer segments and listening to people in their markets as never before. Many of them have realized that a key to success is building relationships between brands and customers that will last a lifetime. Marketers who believe in this philosophy, called *relationship marketing*, are making an effort to interact with customers on a regular basis and giving them reasons to maintain a bond with the company over time. The Internet has become a great tool for building relationships with consumers.
- 144) The clergyman is participating in destructive consumer behaviour, in this case, anticonsumption or the defacement or alternation of advertising materials as a form of political expression. In effect, he is destroying advertising that he feels promotes unethical acts—in this case gambling.
- 145) Buyer behaviour reflects an emphasis on the act of purchase, but this exchange is dependent upon a number of pre-purchase and post-purchase perspectives and behaviours. To fully understand why an exchange is made, the decisions and influences before the exchange must be known, and the expectations of what happens after the exchange must be understood.
- 146) 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. The student may use examples from the chapter or original examples; however, all examples should demonstrate how a company takes a database and uses the information to better reach or serve customers. The chapter cites examples concerning Ritz-Carlton, American Express, General Motors, and Kraft/General Foods.
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Nostalgic Attachment - The product serves as a link with a past self
Interdependence - The product is part of the user's daily routine
Love - The product elicits emotional bonds of warmth, passion, or other strong emotions
- 148) The example used in the text is The Hollywood Stock Exchange where a simulated entertainment stock market is found. Traders try to predict the four-week box office take from films. Major studios and actors cannot afford to ignore this customer community when making their "real" development and marketing decisions. 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 behaviour specialist.
- The instructor can provide more structure to this question by designating the type of virtual brand community, such as one for cars, motorcycles, Beanie Babies, software, et cetera.
- 149) Green marketing is when firms choose to protect or enhance the natural environment within their business activities, such as when Proctor and Gamble introduced refillable containers for Downy Fabric Softener. Social marketing refers to using marketing techniques to encourage positive behaviours or discourage negative behaviours, such as drunk driving. Although there are examples in the text, the student should be able to bring in other examples from outside the book as there are many.
- 150) *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. A goal of positivism is to be able to predict consumer behaviour. Some of its 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.

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. A goal of interpretivists is to understand consumers and consumer behaviour rather than try to predict them.

Answer Key

Testname: C1

151) Addictive consumption: Consumer addiction is a physiological and/or psychological dependency on products or services. Much negative or destructive consumer behaviour is characterized by three common elements:

- (1) it is not done by choice;
- (2) the gratification derived from the behaviour is short-lived; and
- (3) following consumption, the person strongly feels guilt or regrets the behaviour.

Examples of consumer addictions can include alcohol, cigarettes, chocolate, colas, and even the Internet and shopping. Others include: Gambling, which follows the typical addictive cycle of a "high" while in action, followed by depression when not playing, and subsequently, a return to the thrill of the action.

Compulsive consumption, which is repetitive shopping, often excessive, as an antidote to tension, anxiety, depression, or boredom. The compulsive behaviour centres on buying, not on the purchases themselves, which are often acknowledged to be unused or unusable.

152) Micro consumer behaviour issues are focused on the individual consumer, while macro consumer behaviour topics deal with activities that occur among a large group of people. The student can then choose three disciplines from the following list:

Experimental Psychology - product role in perception, learning, and memory processes

Clinical Psychology - product role in psychological adjustment

Microeconomics/Human Ecology - product role in allocation of individual or family resources

Social Psychology - product role in the behaviour of individuals as members of social groups

Sociology - product role in social institutions and group relationships

Macroeconomics - product role in consumers' relations with the marketplace

Semiotics/Literary Criticism - product role in the verbal and visual communication of meaning

Demography - product role in measurable characteristics of a population

History - product role in societal changes over time

Cultural Anthropology - product role in a society's beliefs and practices

153) The idea behind this question is to get students to think critically about how companies need to interact with consumers in this new era of marketing. A great answer would focus on how companies, like Doritos, encourage consumers to talk about their brand for them. The goal for companies is not to control consumer messages per se, but find ways to facilitate positive conversations by consumers when speaking about their brand.

154) (a) Demographics are statistics that measure observable aspects of a population, such as birth rate, age distribution, and income.

(b) To answer the second portion of this question, the student should use facts from the chapter, especially from the *demographic dimensions* listed in the chapter (age, gender, family structure, social class and income, race and ethnicity, lifestyle, and geography). The instructor may give additional instructions with this question (such as providing the student with a photocopy of a table or other pertinent data). The opportunities may be in new markets that might be emerging or new products that might be sold to new or existing markets. It would probably be best to give specifics here so there will be consistency in the answers among students. All students should be judged on their creativity and their use of factual data to support their answers. Be sure to allow enough time for this question or give it as a take-home question.

155) Although it is true that most cultures incorporate their ethical values into laws, laws and ethics are not always the same. Some ethical values are not put into law, and, on occasion, a law may be considered unethical. Although many ethical values are universal, such as prohibitions against dishonest behaviour, theft, and murder, some cultural differences may exist from one country to the next. Peoples in different cultures may also recognize the same set of ethics, but put different values to the behavioural expression of these. Consequently, all these combinations could be reflected in local laws, which differ from one country to the next.

Answer Key

Testname: C1

156) Pre-purchase stage:

—Consumer concerns: How does the consumer decide if a product is needed? What are the best sources for information to learn more about alternative choices?

—Marketers' concerns: How are consumer attitudes formed or changed?

What cues do consumers use to infer which products are superior to others?

Purchase stage:

—Consumer concerns: Is acquiring a product a stressful or pleasant experience? What does the purchase say about the consumer?

—Marketers' concerns: How do situational factors, such as time pressure or store displays, affect the consumer's purchase decisions?

Post-purchase stage:

—Consumer concerns: Does the product provide pleasure or perform its intended function? How is the product eventually disposed of, and what are the environmental consequences of this action?

—Marketers' concerns: What determines whether a consumer will be satisfied with a product and buy it again? Does this person tell others about his/her experience with the product and affect their purchase decisions?

157) There are two arguments in the girl's statement. The first is whether or not marketers create needs. The counterargument against that claim is that needs are basic biological motives and wants represent a way to satisfy that need. Thus, the need already exists, marketers simply recommend ways to satisfy it. A good example of this is Coca-Cola, which satisfies the need for thirst.

The second argument is that advertisers manipulate people. In response to this, one could argue that advertisers simply do not know enough about people to manipulate them and as an example, the failure rate for products ranges from 40 to 80 percent. It appears that marketers can't manipulate people into thinking a product is good when it is not.

158) The student should distinguish between impulsive and compulsive buying. Impulsive buying occurs when a person purchases a specific product at a particular moment. Compulsive buying on the other hand, is an enduring behaviour that centres on the process of buying, not the purchases themselves. Samantha's behaviour should thus be characterized as impulsive, not compulsive.