

Published by:

Flat World Knowledge, Inc.
1133 15th St. NW, Fl 12
Washington, DC 20005-2710

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Chapter 2: The Consumer Decision Making Process

1. Which of the following is the most likely to be the first step in a consumer decision process involving a high-involvement product?
 - a. Information search
 - b. Alternate evaluation
 - c. Product need recognition
 - d. Outcome

Correct answer: c

Feedback: The consumer decision process, triggered at any time during information processing, has five steps. It begins with product need recognition—a consumer realizes, for whatever reasons, that he or she has a problem that can be solved by making a purchase.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

2. Phil is a freelance web designer. He realizes that he needs to buy an advanced laptop to improve the resources he has at home and get more clients. Which of the following stages of consumer decision process does this fall under?
 - a. Alternative evaluation
 - b. Product need recognition
 - c. Outcome
 - d. Information search

Correct answer: b

Feedback: The consumer decision process begins with product need recognition, where a consumer realizes that he or she has a problem that can be solved by making a purchase. In this scenario, Phil realizes that he needs better resources in order to get more clients. Therefore, he is in the product need recognition stage.

Item difficulty: Hard

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

3. Which of the following steps is most likely to follow the product need recognition stage in a consumer decision making process?
 - a. Information search
 - b. Product need recognition
 - c. Alternative evaluation
 - d. Choice

Correct answer: a

Feedback: The consumer decision process has five steps. The first step of product need recognition is followed by information search. Information search can be as simple as the consumer scanning his or her memories for a reminder of what product he or she bought in the past to solve a similar problem, or as extensive as a complete review of product information or a mall-to-mall or website-to-website shopping expedition.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Section 1: The Consumer Decision-Making Process

4. In which of the following stages of consumer decision process are consumers most likely to compare different solutions based on their costs and benefits?
- Outcome
 - Choice
 - Alternative evaluation
 - Information search

Correct answer: c

Feedback: Alternative evaluation is the third stage of the consumer decision process. It is the stage where consumers compare different solutions based on their costs and benefits.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

5. When a consumer selects a specific product with specific features from a specific outlet and at a specific price that provides the benefits he or she is looking for, which stage in the consumer decision making process is the consumer said to be in?
- Product need recognition
 - Alternate evaluation
 - Outcome
 - Choice

Correct answer: d

Feedback: After going through product need recognition, information search and alternative evaluation, the consumers make a choice, where they select a specific product with specific features from a specific outlet and at a specific price that provides the benefits they are looking for.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

6. Which of the following is the final stage in the consumer decision process?
- Product need recognition
 - Choice
 - Information search
 - Outcome

Correct answer: d

Feedback: The final stage in the consumer decision process is outcome, where they use the product or service and evaluate it.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

7. If a product or service is perceived as a low-involvement product by consumers, they typically:
- go directly from product need recognition to choice.

- b. go through all five steps of the consumer decision process.
- c. spend a lot of time on evaluating information search and alternative evaluation.
- d. a large number of alternatives are likely to be considered.

Correct answer: a

Feedback: If a product or service is perceived as a low-involvement product by consumers, they typically go directly from product need recognition to choice because they do not wish to spend time and energy in search and alternative evaluation. The decision is just not that important to them. If an individual has had some experience with the choice to be made, limited effort will be given to search and evaluation, with only a few alternatives considered.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

8. Identify the term that can be best described as a psychological process through which consumers evaluate the difference between the actual state and the desired state in relation to a product.
- a. Choice
 - b. Alternate evaluation
 - c. Product need recognition
 - d. Consumer mapping

Correct answer: c

Feedback: Product need recognition is a psychological process through which consumers evaluate the difference between the actual state and the desired state in relation to a product. This is a comparison of the current need or benefits state with what consumers would like it to be.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

9. Li moves to a new city and buys an apartment there. Soon after, he realizes that he has to buy appliances and furniture for the house. In this scenario, Li is in the stage of product need recognition which is influenced by which of the following?
- a. Similar circumstances
 - b. Consumer mapping
 - c. Fashion changes
 - d. Product acquisition

Correct answer: d

Feedback: Product acquisition leads consumers to realize new needs, as one purchase leads to another. Li, who buys an apartment quickly realizes the need to buy appliances and furniture while moving in.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

10. When variations in lifestyle or environment makes a consumer perceive new needs, resulting in a variety of purchases, it is best described as product need recognition due to which of the following?
- a. Changed circumstances
 - b. Product acquisition

- c. Faulty products
- d. Consumer mapping

Correct answer: a

Feedback: Consumers may recognize the need for new goods and services as a result of changed circumstances. Changes of lifestyle or environment—such as a move away from home to college, a new job, getting married, or a period of convalescence after an accident—all lead the consumers to perceive new needs, resulting in a variety of purchases, some of which may be major.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

11. Salima goes out with a friend to a fancy restaurant, Star Pick Seafoods, in her neighborhood. She really likes the ambiance of the place and wants to have a relaxed time. In this scenario, Salima is an example of a consumer who makes a purchase to ____.
- a. optimize satisfaction
 - b. prevent possible future problems
 - c. resolve conflict
 - d. acquire the cheapest alternative

Correct answer: a

Feedback: Some customers make purchases to optimize satisfaction. This is particularly true for goods and services related to entertainment and leisure activities. Going out on a date to a fancy restaurant, taking a luxury cruise, or flying first class all maximize pleasure and are ways to optimize satisfaction. In the given scenario, Salima is an example of a consumer who makes a purchase to optimize satisfaction.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

12. Steffan buys a life insurance for himself and his family. He picks the insurance scheme with top reliability ratings. In this scenario, Steffan is an example of a consumer who makes a purchase to ____.
- a. optimize satisfaction
 - b. escape from a specific problem
 - c. prevent possible future problems
 - d. maintain satisfaction

Correct answer: c

Feedback: Some customers, like Steffan, make purchases to prevent possible future problems. They buy as a means of minimizing or eliminating negative consequences.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

13. Ram recently moved into an apartment on the first floor of a building. He later realized that the apartment has some water seepage problem which makes the walls very damp and unhygienic. The problem continues to persist despite complaints to the landlord. Ram then moves out of the apartment. In this scenario, Ram is best described as a customer who makes a purchase to ____.

- a. prevent possible future problems
- b. escape from a problem
- c. optimize satisfaction
- d. disrupted market value

Correct answer: b

Feedback: Some customers, like Ram, make purchases to escape from a problem. Here, the motive is to avoid an existing negative situation.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

14. Ben wants to buy a home theatre system that has the best possible sound system, whereas his wife wants to get the one with the biggest screen. To satisfy both and keep things within budget, they buy a home theatre system that more or less has both the features. In this scenario, Ben and his wife make a purchase to _____.

- a. escape from a problem
- b. maintain satisfaction
- c. resolve conflict
- d. optimize satisfaction

Correct answer: c

Feedback: Some customers, like Ben and his wife, make purchases to resolve conflict. Particularly, when customers wish to satisfy two or more motives of different people through a single purchase, the choice is often one that resolves conflict.

Item difficulty: Hard

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

15. Which of the following is known as the current state of benefits a consumer enjoys from products or services used or possessed?

- a. Actual state
- b. Opportunity recognition
- c. Desired state
- d. Problem recognition

Correct answer: a

Feedback: Actual state is the current state of benefits a consumer enjoys from products or services used or possessed.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 02: The Consumer Decision Making Process

Section 2: Product Need Recognition

16. Which of the following is known as the state of benefits that a customer wishes to enjoy from products or services used or possessed?

- a. Actual state
- b. Desired state
- c. Opportunity recognition

d. Problem recognition

Correct answer: b

Feedback: Desired state is the state of benefits that a consumer wishes to enjoy from products or services used or possessed.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

17. In which of the following does the consumer have a clear and conscious objective—to gather information that will help solve a specific problem?

- a. Directed information search
- b. Browsing information search
- c. Involuntary information search
- d. Accidental information search

Correct answer: a

Feedback: In a directed information search, a consumer has a clear and conscious objective—to gather information that will help solve a specific problem. Need is already recognized, desire is already aroused, and the consumer simply requires information that will help clarify the path to purchase.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

18. Which of the following statements is true of a directed information search?

- a. Extensive advertising is required to attract buyers.
- b. It happens when a consumer who is not looking for anything in particular is drawn to a product because of an attractive commercial.
- c. Need is already recognized.
- d. Desire to buy the products is low.

Correct answer: c

Feedback: In a directed information search, a consumer has a clear and conscious objective—to gather information that will help solve a specific problem. Need is already recognized, desire is already aroused, and the consumer simply requires information that will help clarify the path to purchase.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

19. What are window shopping, thumbing through catalogs, and surfing the Web with no immediate intent to buy forms of?

- a. Ongoing information search
- b. Directed information search
- c. Postpurchase information search
- d. Browsing information search

Correct answer: d

Feedback: Browsing information search is the second type of prepurchase search. Window shopping, thumbing through catalogs, and surfing the web with no immediate intent to buy are all forms of

browsing. Because browsers may eventually be “converted” into purchasers, it is important for marketers to consider their needs.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

20. _____ information search occurs when a consumer who is not looking for anything in particular is drawn to a product simply as a result of such occurrences as coming across an attractive store display, seeing a persuasive commercial, observing a person using the product, or learning of it from friends.

- a. Internal
- b. Ongoing
- c. Directed
- d. Accidental

Correct answer: d

Feedback: Accidental information search occurs when a consumer who is not looking for anything in particular is drawn to a product simply as a result of such occurrences as coming across an attractive store display, seeing a persuasive commercial, observing a person using a product, or learning of it from friends.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

21. Nigel stops at a grocery store to pick up some supplies. When he reaches the shampoo section, he retrieves information from memory and picks up the usual brand he uses. What kind of information search is Nigel engaged in this scenario?

- a. Internal
- b. Directed
- c. Browsing
- d. Ongoing

Correct answer: a

Feedback: Internal information search involves no sources other than the consumer's own memory, knowledge, and experience. In this scenario, Nigel retrieves information from his memory to purchase the usual brand he uses. Memory is the key component of internal search.

Item difficulty: Hard

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

22. Which of the following components of an external search deals with situational influence where consumers assign some sort of utility to the information they hope to find?

- a. Perceived value of the search
- b. Ease of using information
- c. Quality of internal information
- d. Need to acquire information

Correct answer: a

Feedback: Perceived value of the search occurs when consumers assign some sort of value or utility to the information they hope to find while engaging in external search. Of course, because consumers and buying situations differ widely, utility depends on who is buying what, in what situation, and from what source.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

23. Consumers wish to have some regulation over what information they are exposed to, how long it will be presented to them, and what information will follow. What is this known as?
- a. Actual state
 - b. Information search
 - c. Information control
 - d. Consumer mapping

Correct answer: c

Feedback: Information control plays a vital part in consumer decision making. Consumers wish to have some control over what information they are exposed to, how long it will be presented to them, and what information will follow. The concept of information control has been considered to be of importance for some time, and it is especially significant in this time of increasing interactive data gathering and searching by consumers using the Web, electronic kiosks, and other computer-assisted options.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

24. While evaluating costs of an external search, consumers take into account any out-of-pocket expenses incurred during the search, such as the costs of travel, parking, child care, and meals away from home. Which of the following types of external cost does this refer to?
- a. Time costs
 - b. Financial costs
 - c. Decision delay costs
 - d. Psychological costs

Correct answer: b

Feedback: One part of the costs of external search is the financial costs involved. Consumers take into account any out-of-pocket expenses incurred during the search, such as the costs of travel, parking, child care, and meals away from home. Lost income from taking time off work is another consideration.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

25. Which of the following identifies the time costs involved in the costs of external search?
- a. Lost income from taking time off work.
 - b. The duration it takes to gather specific information consumers need.
 - c. Physical effort associated with the search process.
 - d. The purchase delay an external search is likely to bring about.

Correct answer: b

Feedback: Time costs are one of the costs involved in external cost of information search. Depending on the value they place on their time, consumers make a trade-off between the desire for information about a potential purchase and the time it takes to gather that information.

Item difficulty: Hard

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

26. In the context of costs of external search, what is anxiety arising from finding parking and standing in line exact a cost on the searcher known as?

- a. Financial cost
- b. Psychological cost
- c. Performance cost
- d. Decision delay cost

Correct answer: b

Feedback: Mental stress or anxiety arising from dealing with crowds and insensitive or unskilled salespeople, difficulty in locating products within a store or mall environment, standing in line, and finding parking all exact a cost on the searcher. These are part of the psychological costs associated with external search for information.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

27. In the costs of external search, which of the following is most likely to be identified with fatigue associated with the search process?

- a. Physical costs
- b. Financial costs
- c. Time costs
- d. Decision delay costs

Correct answer: a

Feedback: Fatigue and physical effort associated with the search process take their toll on the consumer. This is an especially important cost to older consumers and those with physical handicaps. These costs come under the physical costs associated with external search for information.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

28. Mental stress or anxiety arising from dealing with crowds and insensitive or unskilled salespeople, difficulty in locating products within a store come under the _____ costs of external search for information.

- a. decision delay
- b. time
- c. psychological
- d. information-overload

Correct answer: c

Feedback: Mental stress or anxiety arising from dealing with crowds and insensitive or unskilled salespeople, difficulty in locating products within a store or mall environment, standing in line, and finding parking all exact a cost on the searcher. These are part of the psychological costs associated with external search for information.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

29. Consumers sometimes have too much data, which becomes difficult to process and can become a source of confusion. This is part of _____ costs in an external search for information.

- a. physical
- b. decision delay
- c. financial
- d. information-overload

Correct answer: d

Feedback: The gathering of too much information for a consumer to properly process during the search can cause confusion and a sense of being overwhelmed. This kind of information-overload cost is another potential external cost.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

30. Andrea wants to buy a new smartphone by a company called PurpleLight. However, she is worried if the phone will deliver the benefits it promises. In this scenario, which of the following risks associated with the purchase decision is Andrea facing?

- a. Psychological risk
- b. Time risk
- c. Functional risk
- d. Linked-decision risk

Correct answer: c

Feedback: Every purchase decision involves some level of risk. There are several types of risk that can discourage consumers, like Andrea, from either making a choice or delaying the purchase decision. With functional or performance risk, a consumer considers if a product will deliver the benefits it promises.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

31. Melinda is interested in buying an LED TV from a leading brand at their showroom. However, she is postponing her decision to figure out if she can find the same product at a lower price somewhere else. Which of the following risks associated with purchase decision is Melinda facing in this scenario?

- a. Financial risk
- b. Social risk
- c. Time risk
- d. Functional risk

Correct answer: a

Feedback: There are several types of risk that can discourage consumers from either making a choice or delaying the purchase decision. Here, Melinda is facing a financial risk as she is considering if she will lose money, if the product will give the anticipated value for money, and if she can get the same product for a lower price somewhere else.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

32. Rima wants to purchase a handbag from a company called Wallflower Inc. However, she is wondering if owning it will damage her self-image, self-confidence, or ego. Which of the following risks associated with the purchase decision is Rima facing in this scenario?
- a. Functional risk
 - b. Financial risk
 - c. Psychological risk
 - d. Linked-decision risk

Correct answer: c

Feedback: Every purchase decision involves some level of risk. Rima is facing a psychological risk in this scenario as she is considering if owning the product will in any way damage her self-image, self-confidence, or ego.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 02: The Consumer Decision Making Process

Section 3: Information Search

33. Katie wants to buy a pair of Glow Inc.'s economic sunglasses. However, she thinks if she gets them, her schoolmates will think less of her and perceive her as uncool. Which of the following risks associated with purchase decision is Katie facing in this scenario?
- a. Functional risk
 - b. Physiological risk
 - c. Financial risk
 - d. Social risk

Correct answer: d

Feedback: Every purchase decision involves some level of risk. There are several types of risk that can discourage consumers from either making a choice or delaying the purchase decision. Katie is facing a social risk she is considering if other people will think less of her because she made a socially unacceptable choice.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

34. Which of the following risks associated with purchase decision is a consumer facing when she wonders if there is potential for physical harm because she selected a product of inferior quality?
- a. Functional risk
 - b. Physiological risk
 - c. Linked-decision risk

- d. Financial risk

Correct answer: b

Feedback: There are several types of risk that can discourage consumers from either making a choice or delaying the purchase decision. With physiological risk, the consumer considers if there is potential for physical harm because of selecting a product of inferior quality, one beyond her ability to use properly, or one that is poorly manufactured.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

35. Gavin wants to buy a new 3D television set, but he is scared that because of the new TV, he will end up buying additional products like 3D glasses, sound systems, and so on. In this scenario, which of the following risks associated with purchase decision is Gavin facing?

- a. Performance risk
- b. Linked-decision risk
- c. Time risk
- d. Psychological risk

Correct answer: b

Feedback: Every purchase decision involves some level of risk. There are several types of risk that can discourage consumers from either making a choice or delaying the purchase decision. In this scenario, Gavin is facing a linked-decision risk as he is wondering if buying 3D television will result in additional purchases of other goods or services such as 3D glasses and sound system.

Item difficulty: Hard

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

36. Which of the following is true about internals and externals in the locus of control theory?

- a. Internals believe that events or outcomes are determined by forces such as luck or fate that are outside their control.
- b. Externals believe they are at least in part responsible for the outcomes of their actions.
- c. Internals assume responsibility for their own actions and therefore seek out information on which to base decisions.
- d. Externals tend to spend a lot of time on external information search.

Correct answer: c

Feedback: In general, internal locus-of-control consumers tend to carry out more extensive prepurchase searches in the marketplace than do external locus-of-control consumers. Internals assume responsibility for their own actions and therefore seek out information on which to base decisions.

Item difficulty: Hard

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

37. Which of the following is true about internal locus-of-control consumers?

- a. Internals believe they are at least in part responsible for the outcomes of their actions.
- b. Internals see little need for prepurchase searches.
- c. Internals believe events are determined by forces outside their control.

- d. Internals are more likely than the externals to believe that marketplace is stable.

Correct answer: a

Feedback: Psychologists use the concept of locus of control to categorize people into two personality types: internals and externals. Locus of control is examined by marketers as an important psychological construct in a variety of consumer behaviors. Externals believe that events or outcomes are determined by forces such as luck or fate that are outside their control. Conversely, internals believe they are at least in part responsible for the outcomes of their actions.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

38. Which of the following is true about external locus-of-control consumers?

- a. Externals believe they are at least in part responsible for the outcomes of their actions.
- b. Externals always have a need to seek out information on which to base their decisions.
- c. Externals tend to carry out more extensive prepurchase searches in the marketplace than do internals.
- d. Externals are more inclined to trust that the marketplace is stable, advertising is believable, and products with high sales are products of high quality and should be selected.

Correct answer: d

Feedback: Externals believe that events or outcomes are determined by forces such as luck or fate that are outside their control. They are more inclined to trust that the marketplace is stable, advertising is believable, and products with high sales are products of high quality and should be selected. Therefore they see little need for external information search.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

39. Goods for which the consumer has developed strong preferences usually motivate an extensive external search and the consumer may call a number of different shops to locate someone who has the desired good. Which type of the goods and services sought is this most likely to fall under?

- a. Convenience goods and services
- b. Shopping goods and services
- c. Specialty goods and services
- d. Internal goods and services

Correct answer: c

Feedback: Specialty goods and services are goods for which a consumer has developed strong preferences and they usually motivate an extensive external search. For example, if a special brand of salsa is not available in the local grocery store, the consumer may visit two or three different stores to find it. The consumer may call a number of different shops to locate someone who has the desired good.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

40. Linda goes to a mall to buy a specific hair product. She is not able to find the product there, so she goes to a few other shops searching for it. Which of the following is this product most likely to fall under?
- a. Specialty goods and services
 - b. Convenience goods and services
 - c. Shopping goods and services
 - d. Internal goods and services

Correct answer: a

Feedback: Specialty goods and services are goods for which the consumer has developed strong preferences usually motivate an extensive external search. Here, Linda is in search of a specialty service.

Item difficulty: Medium

Item cognitive level (Bloom's): Apply

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

41. A consumer in search of a major purchase such as a refrigerator or a treadmill, for example, may not have settled on a specific brand but is willing to visit a number of stores or check several distributors to compare and contrast different models or brands. Which of the following types of goods and services is this most likely to fall under?
- a. Specialty goods and services
 - b. Shopping goods and services
 - c. Internal goods and services
 - d. Convenience goods and services

Correct answer: b

Feedback: A consumer in search of shopping goods and services such as a refrigerator or a treadmill, for example, may not have settled on a specific brand but is willing to visit a number of stores or check several distributors to compare and contrast different models or brands. The time and effort devoted to these types of shopping vary by consumer.

Item difficulty: Medium

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

42. Which of the following are consumers most likely to be seeking when they express reluctance to spend time and effort on external search and tend to pick up products mainly based on ease of availability?
- a. Specialty goods and services
 - b. Shopping goods and services
 - c. Internal goods and services
 - d. Convenience goods and services

Correct answer: d

Feedback: Consumers are reluctant to spend time and effort on an external search when they seek convenient goods and services. People will generally pay more per item or unit of service simply for the convenience of this type of shopping.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

43. Which of the following terms can be best described as goods or services for which most essential attributes and benefits can easily be evaluated prior to the purchase?

- a. Search products
- b. Experience products
- c. Culinary products
- d. Medicinal products

Correct answer: a

Feedback: Search products are goods or services for which most essential attributes and benefits can easily be evaluated prior to the purchase. This means that enough information can be found to make an informed buying decision resulting in the best product/brand being chosen. Examples of search products include clothing, jewelry, and furniture.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

44. Identify the term that can be best described as goods and services for which the evaluation cost of even the key attributes or benefits is so high that direct experience results in the lowest expenditure of time, money, cognitive effort, and other resources.

- a. Search products
- b. Experience products
- c. Convenience products
- d. B2B products

Correct answer: b

Feedback: Experience products are goods and services for which the evaluation cost of even the key attributes or benefits is so high that direct experience results in the lowest expenditure of time, money, cognitive effort, and other resources. Examples of experience products include books, paint, appliances, cars, food, and drugs.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

45. Products such as clothing, jewelry, and furniture are most likely to be examples of which of the following products?

- a. Medicinal products
- b. Culinary products
- c. Experience products
- d. Search products

Correct answer: d

Feedback: Search products are goods or services for which most essential attributes and benefits can easily be evaluated prior to the purchase. This means that enough information can be found to make an informed buying decision resulting in the best product/brand being chosen. Examples of search products include clothing, jewelry, and furniture.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

46. Things such as books, paint, appliances, cars, food, and drugs are most likely to be which of the following products?
- a. Evoked products
 - b. Novelty products
 - c. Experience products
 - d. Search products

Correct answer: c

Feedback: Experience products are goods and services for which the evaluation cost of even the key attributes or benefits is so high that direct experience results in the lowest expenditure of time, money, cognitive effort, and other resources. Examples of experience products are books, paint, appliances, cars, food, and drugs.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

47. A set of brands or retail outlets, if the latter is the focus over brand, to which a consumer has reasonable access—whether he or she is aware of them or not—is called the _____ set.
- a. evoked
 - b. retrieval
 - c. universal
 - d. consideration

Correct answer: c

Feedback: The set of brands or retail outlets, if the latter is the focus over brand, to which the consumer has reasonable access—whether he or she is aware of them or not—is called the universal set. With options such as online shopping, catalogs, and retailers, this set can normally be quite large.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

48. Which of the following is a set that consists of all brands or retail outlets of which a person has front-of-mind awareness?
- a. Evoked
 - b. Retrieval
 - c. Universal
 - d. Consideration

Correct answer: b

Feedback: All brands or retail outlets of which a person has front-of-mind awareness are part of what is called the retrieval set.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

49. The most useful set is made up of those outlets or brands of which the consumer has front-of-mind awareness and that the consumer accepts as the group from among which a choice will likely be made. What set is it known as today?
- a. Consideration
 - b. Irrelevant
 - c. Universal
 - d. Evoked

Correct answer: a

Feedback: The most useful set is made up of those outlets or brands of which the consumer has front-of-mind awareness and that the consumer accepts as the group from among which a choice will likely be made. This was originally called the evoked set. Today, the terms relevant set and consideration set are used to represent essentially the same concept.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

50. Which of the following is true of general or independent sources of marketplace information?
- a. Information from general sources is always marketer generated.
 - b. Lesser credibility is given to independent sources than to those controlled by the marketer.
 - c. Information from general sources can never be marketer generated.
 - d. Consumers tend to treat independent sources as less biased.

Correct answer: d

Feedback: General sources, also called independent sources, are treated by consumers as being less biased. Therefore more credibility is given to them than to those controlled by the marketer.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

51. Identify a characteristic of U-commerce from among the following.
- a. Unison
 - b. Usability
 - c. Uniformity
 - d. Utility

Correct answer: a

Feedback: U-Commerce, the new view of what global commerce is becoming, flows out of the hypernetworking of computers on the world stage. The network is described as having four characteristics: (1) ubiquity, (2) universality, (3) uniqueness, and (4) unison.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

52. Identify the character of U-commerce which means that information can be customized to the needs of the consumer and the situation.
- a. Ubiquity
 - b. Universality

- c. Unison
- d. Unique

Correct answer: d

Feedback: Information will be customized to the needs of the consumer and the situation. This is the unique character of U-commerce. For example, when one turns on a mobile phone at Changi Airport in Singapore one immediately begins receiving messages containing hotel and taxi phone numbers and are offered reduced international calling rates.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

53. Identify the character of U-commerce which relates to the fact that the vast network of U-commerce is growing giving a feeling that networked computers are "everywhere."

- a. Ubiquity
- b. Universality
- c. Unison
- d. Unique

Correct answer: a

Feedback: The vast network is growing, and some feel networked computers are "everywhere." Hence the term ubiquity is one of the network descriptors. Examples of the beginnings of ubiquity are in such places as Nigeria, where mobile phones are being used to store cash electronically and transfer it to other phones. This was begun because there is no usable credit card system in Nigeria. Some people refer to these cell phones as "pay-as-you-go" units.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

54. Factors such as protection of natural resources, avoidance of unfair labor practices, and animal welfare are all part of the _____ of product evaluation.

- a. environmental considerations
- b. feature fatigues
- c. ethical considerations
- d. dual entitlement principles

Correct answer: c

Feedback: In today's world there are consumers who claim that ethical considerations (a form of intangible benefits) are used as evaluative criteria when choosing products and services and/or outlets. Example criteria include such factors as protection of natural resources, avoidance of unfair labor practices, social or economic justice issues, and animal welfare.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

55. When consumers are reluctant to ask for ethical information because the actual purchase decision was made and the product was otherwise attractive, what is this behavior termed as?

- a. Salience

- b. Determinant attributes
- c. Decision heuristics
- d. Willful ignorance

Correct answer: d

Feedback: When consumers are reluctant to ask for ethical information because the actual purchase decision was made and the product was otherwise attractive, the behavior is termed as willful ignorance.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

56. What are the salient attributes that have a direct influence on alternative evaluation and final choice known as?

- a. Trivial attributes
- b. Determinant attributes
- c. Decision heuristics
- d. Noncompensatory consumer rules

Correct answer: b

Feedback: Salient (important) attributes that have a direct influence on alternative evaluation and final choice are determinant attributes. Although an attribute may be salient, it is not always determinant.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

57. In the context of noncompensatory rules, identify the rule using which a consumer first decides which criteria are determinant and which are not and then establishes a minimum "score" or level of benefits to be delivered on each one.

- a. Disjunctive
- b. Lexicographic
- c. Conjunctive
- d. Elimination by aspects

Correct answer: a

Feedback: Using the disjunctive rule, the consumer first decides which criteria are determinant and which are not and then establishes a minimum "score" or level of benefits to be delivered on each one. Each alternative considered must meet this score on each determinant attribute to be acceptable. If more than one product meets the minimum, there is no winner and some other rule must be used to lead to a final choice.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

58. In the context of noncompensatory rules, identify the rule using which a consumer considers all evaluative criteria as determinant, and a minimum/maximum acceptable value or score is established for each one.

- a. Distinctive

- b. Conjunctive
- c. Lexicographic
- d. Elimination by aspects

Correct answer: b

Feedback: Using the conjunctive rule, the consumer considers all evaluative criteria as determinant, and a minimum/maximum acceptable value or score is established for each one.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

59. When a consumer places the evaluation criteria in rank order of importance and compares the alternatives on the most important evaluation criteria, which of the following noncompensatory rules is he most likely to be following?

- a. Conjunctive
- b. Lexicographic
- c. Distinctive
- d. Elimination by aspects

Correct answer: b

Feedback: Using the lexicographic rule, a consumer places the evaluative criteria in rank order of importance. The alternatives are then compared on the most important evaluative criterion. If one of them has a higher score (is a better choice) than any of the remaining alternatives, that one is the "winner."

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

60. What is the relative importance of each evaluative criterion in the alternative evaluation process known as?

- a. Heuristics
- b. Attribute
- c. Salience
- d. Brand line stretch

Correct answer: c

Feedback: The relative importance of each evaluation criterion in the alternative evaluation process is known as salience.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

61. The level of satisfaction or dissatisfaction consumers experience depends on how well a product's _____ meets their expectations.

- a. environmental standards
- b. after-sales service
- c. price
- d. performance

Correct answer: d

Feedback: The level of satisfaction or dissatisfaction consumers experience depends on how well the product's performance meets their expectations. That is, what is the perceived difference between expected performance, called "expectation," and actual or perceived performance, called "realization?"

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 6: Purchase and Consumer Satisfaction

62. Which of the following is true of consumer satisfaction?

- a. It tends to remain the same even when preferences change.
- b. It usually means the same to all the users of a product.
- c. A consumer's level of satisfaction can change over time.
- d. Satisfaction can be easily measured.

Correct answer: c

Feedback: Satisfaction is not easily measured, for a number of reasons. One of the reasons is that a consumer's level of satisfaction can change, for better or worse, over time.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 6: Purchase and Consumer Satisfaction

63. Which of the following is a feature of consumer satisfaction?

- a. It cannot be easily measured.
- b. It usually means the same to all the users of a product.
- c. It tends to be immune to social dimensions.
- d. A consumer's level of satisfaction stays the same over time.

Correct answer: a

Feedback: Consumer satisfaction is a growth driver for consumer spending growth. Satisfaction, though, is not easily measured.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 6: Purchase and Consumer Satisfaction

64. Which of the following is true of product performances?

- a. Performance is always ideal if it is adequate for the cost and effort the consumer made to obtain the product.
- b. Expected performance means that although the purchase works out as anticipated, it barely qualifies as satisfactory.
- c. Performance is always equitable if a purchase performs as or better than expected.
- d. Product performances always exceed expectations.

Correct answer: b

Feedback: Performance is ideal if a purchase performs as or better than expected. Performance is equitable if it is adequate for the cost and effort the consumer made to obtain the product. Expected performance, the lowest level of satisfactory performance, means that although the purchase works out as anticipated, it barely qualifies as satisfactory.

Item difficulty: Hard

Item cognitive level (Bloom's): Understand
Chapter 2: The Consumer Decision Making Process
Section 6: Purchase and Consumer Satisfaction

65. Which of the following is true about performance and satisfaction?
- a. Objective performance usually takes longer to evaluate than affective performance.
 - b. It is usually possible to judge objective performance on first use of a product.
 - c. Objective performance is consumer related and depends on whether the purchase meets the emotional expectations of the buyer.
 - d. Affective performance is product-related and depends on whether the product or service meets all functional expectations.

Correct answer: b

Feedback: Objective performance is product-related and depends on whether the product or service meets all functional expectations. Affective performance is consumer related and depends on whether the purchase meets the emotional expectations of the buyer. Whereas it is usually possible to judge objective performance on first use of a product, affective performance may take longer to evaluate.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand
Chapter 2: The Consumer Decision Making Process
Section 6: Purchase and Consumer Satisfaction

66. In the context of customer loyalty as a positive postpurchase behavior, which of the following is the weakest form of loyalty?
- a. Affective
 - b. Action
 - c. Conative
 - d. Cognitive

Correct answer: d

Feedback: In the context of customer loyalty as a positive postpurchase behavior, phase 1, cognitive loyalty, is loyalty based on beliefs about the brand or outlet only. It can be formed as a result of prior or vicarious knowledge or recent experience. This is the weakest form of loyalty.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand
Chapter 2: The Consumer Decision Making Process
Section 7: Postpurchase Behavior

67. Identify the phase of loyalty in which a liking or positive attitude toward a brand is developed on the basis of repeated satisfying use and is not easily changed.
- a. cognitive
 - b. affective
 - c. conative
 - d. action

Correct answer: b

Feedback: In phase 2 of customer loyalty as a positive postpurchase behavior, affective loyalty, a liking or positive attitude toward the brand is developed on the basis of repeated satisfying use. This type of loyalty is not easily changed.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process
Section 7: Postpurchase Behavior

68. Identify the phase of loyalty that may be thought of as behavioral intention loyalty or “a good intention” based on repeated episodes where positive affect toward a brand is experienced.
- a. Affective
 - b. Action
 - c. Conative
 - d. Cognitive

Correct answer: c

Feedback: In the context of customer loyalty as a positive postpurchase behavior, phase 3, conative loyalty, may be thought of as behavioral intention loyalty or “a good intention” based on repeated episodes where positive affect toward a brand is experienced. This is considered a commitment to intend to buy the brand or visit the outlet, but it is more aptly a form of motivation.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process
Section 7: Postpurchase Behavior

69. Identify the phase of loyalty that occurs when the motivation in phase 3 is converted to readiness to act, with the additional desire to overcome the obstacles that might prevent the act.
- a. Cognitive
 - b. Conative
 - c. Affective
 - d. Action

Correct answer: d

Feedback: Action loyalty, occurs when the motivation in phase 3 is converted to readiness to act, with the additional desire to overcome the obstacles that might prevent the act.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process
Section 7: Postpurchase Behavior

70. Which of the following is true of brand loyalty?
- a. Loyalty is high in categories in which there are a few dominant brands.
 - b. Brand loyalty is equally evident in all product categories.
 - c. Levels of loyalty are higher among products that are purchased infrequently.
 - d. Products that are geared to personal tastes achieve fairly low levels of reported loyalty.

Correct answer: a

Feedback: Brand loyalty is more evident in some product categories than others. Loyalty is high in categories in which there are a few dominant brands, as in the case of camera film.

Item difficulty: Easy

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process
Section 7: Postpurchase Behavior

71. If the consumer decision process is concerned with a high-involvement product that has never before or has infrequently been purchased, all the five consumer decision process steps will always apply.
- a. True
 - b. False

Correct answer: b

Feedback: If the consumer decision process is concerned with a high-involvement product that has never before or has infrequently been purchased, the chances are good that all five consumer decision process steps would apply. While some differences may be driven by culture or other consumer aspects, the process is usually extensive.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 1: The Consumer Decision-Making Process

72. Product need recognition tends to be the same for all individual consumers.
- a. True
 - b. False

Correct answer: b

Feedback: Product need recognition is a psychological process through which consumers evaluate the difference between the actual state and the desired state in relation to a product. The product need recognition depends on the perception of an individual consumer.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

73. Marketplace information can only be purposeful and not incidental.
- a. True
 - b. False

Correct answer: b

Feedback: Marketplace information is all around us. Even when consumers have no plans to make a purchase, they pick up all kinds of marketplace information almost every day through some type of incidental learning. Whether incidental or purposeful, the information consumers collect becomes the basis on which they make future buying decisions.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

74. Ongoing information search can occur prepurchase, postpurchase, or both.
- a. True
 - b. False

Correct answer: a

Feedback: Engaging in ongoing search, consumers observe and stay current with what is happening in the marketplace and are continually open to new information. Ongoing search can occur prepurchase, postpurchase, or both.

Item difficulty: Medium

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

75. Usually, the greater the experience and knowledge of a product, the less need there is for external search.

- a. True
- b. False

Correct answer: a

Feedback: Those who are experts in a product or service category are consumers who have gained extensive prior knowledge through experience and training and are more likely to find the answers through internal search than are those who are novices. The greater the experience and knowledge of a product, the less need there is for external search.

Item difficulty: Medium

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

76. All brands or retail outlets of which a person has front-of-mind awareness are part of what is called the evoked set.

- a. True
- b. False

Correct answer: b

Feedback: All brands or retail outlets of which a person has front-of-mind awareness are part of what is called the retrieval set. This may still be a set of options that a consumer deems as too great in number.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 4: External Search Strategy

77. Although an attribute may be salient, it is not always determinant.

- a. True
- b. False

Correct answer: a

Feedback: Salient (important) attributes that have a direct influence on alternative evaluation and final choice are determinant attributes. Although an attribute may be salient, it is not always determinant.

Item difficulty: Medium

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

78. In today's market, social dimensions have no weight on the satisfaction levels of customers.

- a. True
- b. False

Correct answer: b

Feedback: There is a social dimension to satisfaction. That is, the expressed satisfaction of other relevant members of a household with a consumer's choice often adds to his or her satisfaction.

Item difficulty: Medium

Item cognitive level (Bloom's): Understand
Chapter 2: The Consumer Decision Making Process
Section 6: Purchase and Consumer Satisfaction

79. In the context of customer loyalty as a positive postpurchase behavior, affective loyalty occurs when the motivation in phase 3 is converted to readiness to act, with the additional desire to overcome the obstacles that might prevent the act.
- a. True
 - b. False

Correct answer: b

Feedback: In the context of customer loyalty as a positive postpurchase behavior, action loyalty, occurs when the motivation in phase 3 is converted to readiness to act, with the additional desire to overcome the obstacles that might prevent the act.

Chapter 2: The Consumer Decision Making Process

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Section 7: Postpurchase Behavior

80. Interactional justice, which has to do with the way customers are treated during the complaint settlement process, includes such factors as politeness, interest, truthfulness, and the seller's acceptance of blame.
- a. True
 - b. False

Correct answer: a

Feedback: Interactional justice, which has to do with the way customers are treated during the complaint settlement process, includes such factors as politeness, interest, truthfulness, and the seller's acceptance of blame.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 7: Postpurchase Behavior

81. Some consumers have a tendency to seek and recognize new product opportunities, and shop not necessarily to replace worn or lost possessions but because they enjoy the shopping experience. They are known as _____ consumers.

Correct answer: desire state

Feedback: Desire state consumers have a tendency to seek and recognize new product opportunities. They shop not necessarily to replace worn or lost possessions but because they enjoy the shopping experience.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

82. _____ is data about product attributes, benefits, and prices learned by a consumer in the past that can still be used in the current situation.

Correct answer: Information capital

Feedback: Information capital is information about product attributes, benefits, and prices learned by a consumer in the past that can still be used in the current situation. The greater this “capital,” the lower will be the search costs.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

83. A(n) _____ is one in which the weaknesses of a possible alternative are not offset by its strengths.

Correct answer: noncompensatory consumer decision rule

Feedback: A noncompensatory consumer decision rule is one in which the weaknesses of a possible alternative are not offset by its strengths. This means that if a product does not meet certain of the consumer's requirements, it is eliminated from further consideration.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

84. _____ loyalty, which is the phase 1 of customer loyalty as a positive postpurchase behavior, is based on beliefs about a brand or outlet only.

Correct answer: Cognitive

Feedback: In the context of customer loyalty as a positive postpurchase behavior, phase 1, cognitive loyalty, is loyalty based on beliefs about a brand or outlet only. It can be formed as a result of prior or vicarious knowledge or recent experience. This is the weakest form of loyalty.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 7: Postpurchase Behavior

85. In _____ justice, equity in terms of settlement versus perceived costs experienced by the person is the issue.

Correct answer: distributive

Feedback: When consumers seek distributive justice, the equity in terms of settlement versus perceived costs experienced by the person is the issue.

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 7: Postpurchase Behavior

86. Explain the difference between actual state and desired state in product need recognition.

Correct answer: Product need recognition is a psychological process through which consumers evaluate the difference between the actual state and the desired state in relation to a product. Actual state is the current state of benefits a consumer enjoys from products or services used or possessed. Desired state is the state of benefits that a consumer wishes to enjoy from products or services used or possessed. This is a comparison of the consumer's current need or benefits state with what he or she would like it to be. The greater the “perceived distance” between these two, the more clearly the consumer recognizes potential need for the product.

Feedback:

Item difficulty: Easy

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 2: Product Need Recognition

87. Explain the directed information search stage of the prepurchase search.

Correct answer: In a directed information search, a consumer has a clear and conscious objective—to gather information that will help solve a specific problem. Need is already recognized, desire is already aroused, and the consumer simply requires information that will help clarify the path to purchase. There is no need for extensive advertising to attract buyers.

Feedback:

Item difficulty: Easy

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 3: Information Search

88. Briefly explain the stage of alternative evaluations in the decision-making process.

Correct answer: Alternative evaluation—the process through which consumers compare and contrast different solutions to the same marketplace problem—is the third step in the decision-making process. Usually occurring simultaneously with information searching, it involves comparing different products, services, retail outlets, and/or brands in order to select what best delivers the benefits consumers are seeking.

Alternative evaluation is not always a part of the decision process. In some cases, consumers skip this step entirely. Habitual buying patterns are a good example.

Feedback:

Item difficulty: Medium

Item cognitive level (Bloom's): Understand

Chapter 2: The Consumer Decision Making Process

Section 5: Alternative Evaluation

89. Briefly explain the concept of expectancy disconfirmation.

Correct answer: To narrow the gap between expectations and product experience, the first step is to understand exactly what benefits consumers expect, whether they are promised by the marketer or not. In other words, the marketer must discover which requirements the product actually meets and which it does not. To do so, it is useful to classify product experiences into three types, according to the degree to which the consumer's expectations are fulfilled. This is known as expectancy disconfirmation.

Feedback:

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 6: Purchase and Consumer Satisfaction

90. Explain the three kinds of justice consumers seek.

Correct answer: Consumers appear to be seeking three kinds of “justice” when they complain. These are (1) distributive justice, where equity in terms of settlement versus perceived costs experienced by the person is the issue; (2) procedural justice, which is derived from the complaint policies, procedures, and criteria used to decide—heavy emphasis is placed by the consumer on timeliness, responsiveness, and convenience; and (3) interactional justice, which has to do with the way customers are treated during

the process, including such factors as politeness, interest, truthfulness, and the seller's acceptance of blame.

Feedback:

Item difficulty: Easy

Item cognitive level (Bloom's): Recall

Chapter 2: The Consumer Decision Making Process

Section 7: Postpurchase Behavior