



Consumer Behavior Management.d

- 1 _____ is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
- 2 Which of the following is NOT an application of consumer behavior?
- 3 _____ is the application of marketing strategies and tactics to alter or create behaviors that have a positive effect on the targeted individuals or society as a whole.
- 4 To survive in a competitive environment, an organization must provide its target customers more _____ than is provided to them by its competition.
- 5 How can an organization provide superior customer value to customers?
- 6 Marketing strategy begins with _____.
- 7 Tracking consumers' online activity and delivering specific banner ads based on that activity is known as _____.
- 8 What is the first step in market segmentation?
- 9 The segment(s) within the larger market on which an organization will focus its marketing effort is referred to as the _____.
- 10 A(n) _____ is anything a consumer acquires or might acquire to meet a perceived need.
- 11 Many Jeep owners elect to become members of a Jeep _____ and attend brand fests such as Jeep Jamboree, Jeep 101, and Camp Jeep.
- 12 Two or more individuals who share a set of norms, values, or beliefs and have certain implicitly or explicitly defined relationships to one another such that their behaviors are interdependent is known as a(n) _____.
- 13 Which type of group's presumed perspectives or values are being used by an individual as the basis for his or her current behavior?
- 14 Which type of reference group influence occurs when an individual fulfills group expectations to gain a direct reward or to avoid a sanction?
- 15 Which of the following is NOT a criterion used to classify groups?





- 16) Which type of group includes family and friends and involves strong ties and frequent interaction?
- 17) Which type of group includes organizations such as professional associations and neighborhood associations that involve relatively weak ties and less frequent interaction among its members?
- 18) Which type of influence occurs when an individual uses the behaviors and opinions of reference group members as potentially useful bits of information?
- 19) A distinctive subgroup of society that self-selects on the basis of a shared commitment to a particular product class, brand, or consumption activity is known as a _____.
- 20) Samantha and Greg have owned an MG for several years and enjoy taking road trips through the Rockies with other MG owners every year. Which characteristic of brand communities does this illustrate?
- 21) Perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer _____.
- 22) _____ is a series of activities by which stimuli are perceived, transformed into information, and stored.
- 23) _____ occurs when a stimulus is placed within a person's relevant environment and comes within range of their sensory receptor nerves.
- 24) _____ occurs when one fast-forwards through a commercial on a prerecorded program, and _____ involves switching channels when a commercial appears.
- 25) Barry decided he needs a new car, so he started looking at commercials on television and ads in magazines as well as visiting several websites. What type of exposure does this represent?
- 26) _____ occurs when the stimulus activates one or more sensory receptor nerves, and the resulting sensations go to the brain for processing.
- 27) _____ indicates motivation or interest in a specific product category, and it can be temporary or enduring.
- 28) _____ refers to the capacity of individuals to attend to and process information.
- 29) _____ represents the density of stimuli in the environment.





- 30) Sam doesn't know much about digital video recorders, so when he went shopping for one, he decided on the model that had the highest price and the best warranty as well as one he had seen a lot of advertising for. Sam used these factors as _____.
- 31) Any change in the content or organization of long-term memory or behavior is known as _____.
- 32) _____ is the total accumulation of prior learning experiences.
- 33) Which component of memory is also referred to as working memory and is that portion of total memory that is currently activated or in use?
- 34) Which of the following refers to the continual repetition of a piece of information in order to hold it in current memory for use in problem solving or transferal to long-term memory?
- 35) Which type of processing involves the recall and mental manipulation of sensory images, including sight, smell, taste, and tactile (touch) sensations?
- 36) Which type of memory is viewed as an unlimited, permanent storage that can store numerous types of information such as concepts, decision rules, processes, affective (emotional) states, and so forth?
- 37) The basic knowledge and feelings an individual has about a concept are known as _____.
- 38) Which of the following is the primary determinant of how material is learned?
- 39) High-involvement learning often involves _____.
- 40) _____ attempts to create an association between a stimulus (e.g., brand name) and some response (e.g., behavior or feeling).
- 41) The energizing force that activates behavior and provides purpose and direction to that behavior is known as _____.
- 42) Which of the following reflects the relatively stable behavioral tendencies that individuals display across a variety of situations?
- 43) Strong, relatively uncontrollable feelings that affect our behavior are known as _____.
- 44) Which of the following is a motivational state caused by consumer perceptions that a product, brand, or advertisement is relevant or interesting?
- 45) Maslow's hierarchy of needs includes all EXCEPT which of the following?





- 46) _____ motives deal with the need to reach satisfying feeling states and to obtain personal goals.
- 47) _____ is an individual's characteristic response tendencies across similar situations.
- 48) Dolly prefers to be in a large group rather than alone. She is talkative when with others and is very bold. Which personality trait best describes Dolly?
- 49) A set of human characteristics that become associated with a brand is referred to as _____.
- 50) Which of the following is a characteristic associated with emotions?
- 51) A learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object is known as a(n) _____.
- 52) Quaker Oats contains zero milligrams of sodium. This is an example of what type of belief?
- 53) Which component of attitudes consists of a consumer's beliefs about an object?
- 54) Feelings or emotional reactions to an object reflect the _____ component of an attitude.
- 55) Which of the following is NOT a factor accounting for inconsistencies between measures of beliefs and feelings and observations of behavior?
- 56) Which of the following is an individual factor that can influence attitude change?
- 57) Changing behavior prior to changing affect or cognition is based primarily on _____.
- 58) Attitude components tend to be _____.
- 59) Which component of attitude represents one's tendency to respond in a certain manner toward an object or activity?
- 60) Appeal characteristics represent _____ a message is communicated.
- 61) The increase in product valuation based on "mere" ownership is called _____.
- 62) Doubt or anxiety regarding a purchase a consumer has made is known as _____.





- 63 Which of the following is NOT an action a consumer may utilize to reduce dissonance?
- 64 Negative emotions or guilt feelings aroused by the use of a product or a service are referred to as _____.
- 65 Using a product in a new way is referred to as _____.
- 66 Carl and his family purchased a new home, and the builder left half-empty paint cans in the garage. Carl doesn't know what to do with them because he cannot put them out in the regular trash. Carl is concerned with which of the following with regard to the paint?
- 67 Which type of sale occurs when one consumer sells a product directly to another with or without the assistance of a commercial intermediary?
- 68 An outlet or brand whose performance confirms a low-performance expectation generally will result in _____.
- 69 Which of the following means that the consumer is enthusiastic about a particular brand and is somewhat immune to actions by competitors?
- 70 Failure on a given product or service characteristic often has a stronger effect on consumers than success on that same characteristic. This is known as _____.
- 71 Which of the following is a major concern regarding legal and ethical behavior with respect to marketing communications?
- 72 Which of the following is FALSE regarding what drives businesses?
- 73 Firmographics, culture, government, reference groups, and marketing activities are _____ influences on organizational buyer behavior.
- 74 Which of the following is an internal influence on organizational buyer behavior?
- 75 Which of the following is a stage in the organizational decision process?
- 76 The individuals (representing functional areas and management) within an organization who participate in making a given purchase decision make up the _____.
- 77 For which stage of the product life cycle is the size of the decision-making unit typically large?
- 78 For which stage of the product life cycle is the size of the decision-making unit likely to be neither small nor large, but medium?





- 79 Which term is often used to refer to the organizational culture of a business firm?
- 80 Organizations have a type of self-concept and lifestyle that the text refers to as _____.

