

MKT348 – CONSUMER BEHAVIOUR QUIZ 3 – Training Questions

The consumer establishes a separate, minimally acceptable cutoff point for each attribute and when a product falls below the minimally acceptable cutoff it is eliminated. This consumer is using a:

- A.** compensatory decision rule.
- B.** conjunctive decision rule.
- C.** rational decision rule.
- D.** lexicographic decision rule.

When consumers make their purchase decisions based on where the product company is from, they are demonstrating:

- A.** country-of-origin effect.
- B.** acculturation.
- C.** cross-cultural consumer analysis.
- D.** ethnocentrism.

The noninnovator or late adopter is characterized by:

- A.** more product interest than the innovator.
- B.** less brand loyalty than the innovator.
- C.** more group memberships than the innovator.
- D.** lower occupational status than the innovator.

What tends to set subcultures apart in society are their:

- A.** substantial size.
- B.** different responses and behaviors.
- C.** beliefs, values, and customs.
- D.** complexity.

Defining product innovation in terms of the number of purchasers and/or the relatively short (specified) period of time the product has been on the market is an example of a:

- A.** consumer-oriented definition.
- B.** market-oriented definition.
- C.** firm-oriented definition.
- D.** product-oriented definition.

Jim and Leigh strongly suspect that their 16-year old son is smoking behind their backs. They are concerned that their 13-year old son will emulate his brother's actions. If the 13-year old copies his brother's behavior this would be an example of:

- A.** acculturation.
- B.** informal learning.
- C.** formal learning.
- D.** technical learning.

Advertising messages are repeated in order to:

- A.** create consumer needs.
- B.** reshape culture by promoting new trends.

- C. create new norms by reinforcing those expressed in the ads.
- D. create and reinforce cultural beliefs and values.

When consumers have no established criteria for evaluating specific brands or have not narrowed the number of brands they will consider to a small manageable subset, their decision-making efforts can be classified as:

- A. a Hobson's choice.
- B. routinized response behavior.
- C. limited problem solving.
- D. extensive problem solving.

Opinion leaders are effective in influencing consumers because:

- A. of their perceived objectivity.
- B. they give primarily positive information.
- C. they never advise people, they only talk about their experience.
- D. of the breadth of the general knowledge of multiple product categories.

A synthesized decision rule that relies on consumers' long-term memory of the overall evaluation of a brand and that largely ignores individual attributes is the:

- A. affect referral decision rule.
- B. compensation decision rule.
- C. lexicographic decision rule.
- D. conjunctive decision rule.

Heuristics are used to:

- A. simplify decision making.
 - B. limit the search of alternatives.
 - C. adapt to an uncertain or new situation.
 - D. all of these.
- Learn % of ethnic group + ranking + main characteristics

The prepurchase information search is mostly influenced by:

- A. sociocultural influences.
- B. perceived risk.
- C. cognitive dissonance.
- D. consumer's mood.

The consumer innovator differs from the noninnovator in that the innovator _____ than the noninnovator.

- A. is more inner-directed.
- B. is more dogmatic.
- C. has a lower need for uniqueness.
- D. seeks less variety.

In the diffusion of innovations, opinion leaders are considered to be which kind of influence?

- A. indirect.
- B. informal.
- C. formal.
- D. in flow.

In relationship marketing, the objective is that the firm provides goods and services and the consumer:

- A.** provides individualized information.
- B.** repeat purchases and increased loyalty.
- C.** price offers.
- D.** continuous information.