1. What is the second step in the Consumer Decision Process?
2. Need recognition
3. Information search
4. Alternative evaluation
5. Purchase and consumption
6. Post-purchase
7. Those with an Internal Locus of Control believe fate controls all outcomes.
8. True
9. False
10. Social risk involves
11. The perceived danger in a poorly performing product or service
12. The monetary outlay of purchasing an item or service
13. The fear consumers suffer when they worry others might not regard their purchases positively
14. The fear of an actual harm should the product not perform properly
15. The Consumer Decision Process includes all of the following except:
16. Marketing Mix
17. Social Factors
18. Physical Factors
19. Psychological Factors
20. Situational Factors
21. \_\_\_\_\_\_\_\_ pertain to the performance of a product or service.
22. Functional Needs
23. Product Capabilities
24. Non-Functional Needs
25. Model Heights
26. Product Capacities
27. Which needs deal with the basic necessities of life (Such as food, drink, rest, and shelter)?
28. Safety
29. Esteem
30. Physiological
31. Self-Actualization
32. Love
33. Which three components does attitude consist of?
34. Cognitive, Affective, Behavioral
35. Cognitive, Physiological, Happiness
36. Behavioral, Cognitive, Self-Actualization
37. Love, Safety, Esteem
38. Which of these is NOT classified as a source for an external search for information?
39. Friends & family
40. Commercial media
41. Personal experiences and opinions
42. Online search engines
43. \_\_\_\_\_\_\_\_, or safety risk, refers to the fear of actual harm should the product not perform as expected.
44. Physiological risk
45. Functional risk
46. Financial risk
47. Psychological risk
48. If Mike runs 2 miles and then immediately goes to purchase a large bottle of water afterwards, what type of need is he satisfying?
49. Safety
50. Physiological
51. Love
52. Self-actualization
53. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when customers rely on past experiences rather than external information when purchasing a product or service.
54. Remembrance buying
55. Limited problem solving
56. Impulse buying
57. Extended problem solving
58. Which of the following is not an actual or perceived risk that comes with purchasing decisions?
59. Social risk
60. Financial risk
61. Performance risk
62. Esteem risk
63. Maslow’s hierarchy of needs includes all of the following except:
64. Physiological
65. Safety
66. Love
67. Esteem
68. Physical
69. An example on an Esteem driven need is
70. The need for water
71. The need for be attractive
72. The need to satisfy inner desires
73. The need to be completely satisfied with your life
74. Attitude consists of three components, what are these components?
75. Cognitive
76. Affective
77. Behavioral
78. Physiological
79. A, B, and C are correct
80. B, C, and D are correct
81. Perception is the process by which we select, organize, and interpret information to form a meaningful picture of the world.
82. True
83. False
84. People who have an \_\_\_\_\_\_\_\_ believe they have some control over the outcomes of their actions, in which case they generally engage in more search activities.
85. External Locus of Control
86. Internal Locus of Control
87. External Search for Information
88. Internal Search for Information
89. Which of the following is not a step in ensuring post purchase customer satisfaction?
90. Build realistic expectations
91. Encourage customer feedback
92. Stand behind the product or service by providing customer feedback
93. Demonstrate correct product use
94. Demonstrate other products and services that the company offers.
95. If during the search process a consumer is evaluating whether it is worth the time or effort of researching the product or service; they are what?
    1. Evaluating perceived cost vs perceived risk
    2. Determining the risk
    3. Evaluating the alternatives
    4. All of the above
96. After a consumer determines they want the product or service, they began to go to others for information on this product or service, what is this called?
97. Functional needs
98. Internal search for information
99. External search for information
100. Physiological needs

Answers:

B

B

C

C

A

C

A

C

A

B

A

D

E

C

E

A

B

E

A

C