Marketing 3350-002

Group 5

Marketing Quiz Chapter 6

1. Purchases that require little thought are better known as
	1. Impulse buying
	2. Habitual decision making
	3. Risky purchasing
	4. Extended problem solving
2. The two types of buying decisions consumers make depending on their level of involvement are:
	1. Extended problem solving and limited problem solving
	2. Product development and store location
	3. Low involvement and high involvement
	4. Expensive and cheap purchases
3. A common type of limited problem solving is
	1. Shopping for wants rather than needs
	2. Impulse buying
	3. Uncertainty to which brands have more value
	4. Devoting long periods of time to analyze common purchase alternatives
4. Which is not part of Maslow's Hierarchy of Needs?
5. Physical
6. Safety
7. Love
8. Esteem
9. Self-Actualization
10. What are the psychological factors?
11. Motives, Attitudes, Perspectives, Learning, and Living
12. Motives, Attributes, Perspectives, Learning, and Lifestyle
13. Motions, Attitudes, Perceptions, Learning, and Lifestyle
14. Motives, Attitudes, Perceptions, Learning, and Lifestyle
15. Motions, Attributes, Perceptions, Learning, and Lifestyle
16. What are the social factors?
17. Friends, Reference Groups, and Company
18. Family, Reference Groups, and Company
19. Friends, External Groups, and Culture
20. Family, Internal Groups, and Culture
21. Family, Reference Groups, and Culture
22. Home Depot realized approximately \_\_\_\_ of decisions about home improvements were made by women?
23. One-third
24. One-half
25. Two-thirds
26. Three-fourths
27. What is the final step of the consumer decision process?
28. Purchase and consumption
29. Post-purchase
30. Need recognition
31. Alternative evaluation
32. What are the three possible post-purchase outcomes?
33. Customer satisfaction, customer loyalty, post-purchase cognitive dissonance
34. customer loyalty, post-purchase cognitive dissonance, need recognition
35. Customer satisfaction, need recognition, alternative evaluation
36. Customer satisfactions, customer loyalty, positive word of mouth

10) The search for information is the \_\_\_\_\_\_ step in the consumer decision process.

1. First
2. Second
3. Third
4. Fourth
5. Fifth

11)  Which of the following are the categories of information search?

1. internal search
2. location search
3. External search
4. All of the above
5. A & C only

12) A(n) \_\_\_\_\_\_\_ is when the buyer looks for information beyond personal knowledge to help make the buying decision, such as checking the Internet, asking a friend, or visiting a showroom.

* 1. Financial Risk
	2. Internal Search
	3. Performance Risk
	4. External Search

13)   Marketers strive to attract and maintain                         purchasers by creating strong brands and store loyalty because these customers don’t even consider alternative brands or stores.

1. Frequent
2. Extended
3. Limited
4. Habitual

14)                         often occurs when the consumer perceives that the purchase decision entails a lot of risk.

1. Limited Problem Solving
2. Habitual Problem Solving
3. Extended Problem Solving
4. Market Problem Solving

 15) Which of the following is not a part of the consumer decision process?

1. Need recognition
2. Alternative Evaluation
3. Performance
4. Purchase
5. Correct answer C

16) What is the first step in the consumer decision process?

1. Information search
2. Need recognition
3. Purchase
4. Performance

17) Need recognition identifies two needs. What are those needs?

1. Physical needs and emotional needs.
2. Functional needs and emotional needs.
3. Psychological needs and physical needs.
4. Functional needs and psychological needs.

18) Which of these are part of the categories of alternatives?

1. Familiar, popular, and good.
2. Universal, retrieval, and evoked.
3. Universal, retrieval, and popular.
4. Familiar, legitimate, good.

19) What kind of attributes are important to buyers when comparing brands?

1. Determinant attributes.
2. Good attributes.
3. Comparative attributes.
4. Determined attributes.

20) \_\_\_\_\_\_\_\_ are the important attributes about a particular product.

1. Determinant attributes.
2. Evaluative criteria.
3. Design and usefulness.
4. Valuable and worth-it.

Answers

1. A

2. B

3. B

4. A

5. D

6. E

7. C

8. B

9. A

10. B

11. E

12. D

13. D

14. C

15. C

16. B

17. D

18. B

19. A

20. B

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