Chapter 6 Quiz

1. Ralph and Lauren are shopping for polo shirts when Lauren finds a shirt that is pink with blue horses on it and really is interested in buying the $100 shirt over the polos on sale. What type of need is Lauren conveying?
   1. Functional Needs
   2. Psychological Needs
   3. Wants and Needs
   4. Consumer Needs
2. Bill buys a TaylorMade M1 driver from Chinese website DHgate.com for $45. Bill later finds out that club making companies warn of buying clubs from China as the clubs can break and even cause injuries to people due to clubs breaking and pieces of metal flying at high speeds. What type of actual or perceived risk is Bill experiencing?
   1. Performance Risk
   2. Physiological Risk
   3. Social Risk
   4. Financial Risk
3. Marché Restaurants are based upon an open aired Swiss market where people can see their food being made, squeeze fresh juices, and sit in a comfortable crowd free environment. Which factor does Marché use to influence their customers decisions of choosing their restaurant?
   1. Psychological Factors
   2. Situational Factors
   3. Social Factors
   4. Attitude Factors
4. Bubba is buying old classic rock CD’s and can’t decide between buying the AC/DC, Metallica, Guns n Roses or Lynyrd Skynyrd album. Looking at price, song count, and other attributes to narrow down his decision, what type of model is Bubba applying while choosing an album to buy?
   1. Purchase Model
   2. Multi-Attribute Model
   3. Consumer Decision Model
   4. Conversion Rate Model
5. Marketers can ensure post purchase satisfaction by
   1. Demonstrating correct product use
   2. Encouraging customer feedback
   3. All of the Above
   4. None of the Above
6. According to the consumer decision process, after consumers recognize the need for a product, they engage in
   1. Psychological need recognition
   2. An information search
   3. An evaluation of alternatives
   4. The purchase of the product
7. Which of the following is an example of a social risk when buying a new suit for an interview?
   1. How much the dry cleaning cost
   2. If it will impress the prospective boss
   3. If the suit is prone to shrinking
   4. If the fabric causes allergic reactions
8. While evaluating alternatives, all of the following are considered attributes sets except…
   1. Retrieval
   2. Recall
   3. Universal
   4. Evoked
9. Which of the following is NOT one of the four factors that affects the consumer decision process?
   1. Marketing Mix
   2. Implementation Factors
   3. Psychological Factors
   4. Social Factors
   5. Situational Factors
10. Which of the following is neither an actual of perceived risk associated with purchase decisions?
    1. Social
    2. Systematic
    3. Psychological
    4. Physiological
    5. Financial
11. The discrepancy between a consumer’s actual state and desired state is associated with which of the following steps in the consumer decision process?
    1. Need Recognition
    2. Alternative Evaluation
    3. Purchase
    4. Post-Purchase
12. Which of the following pertains to the performance of a product or service?
    1. Need Recognition
    2. Functional Needs
    3. Demographic Needs
    4. Psychological Needs
    5. Cultural Needs
13. \_\_\_\_\_ pertain(s) to the personal gratification consumers associate with the product or service
    1. Needs Recognition
    2. Psychological Needs
    3. Functional Needs
    4. Demographic Needs
    5. Personal Needs
14. Which one of these is NOT included in Maslow’s Hierarchy of Needs?
    1. Safety Needs
    2. Emotional Needs
    3. Physiological Needs
    4. Love Needs
    5. Esteem Needs
15. \_\_\_\_\_ is a buying decision made by customers on the spot when they see the merchandise.
    1. Perception
    2. Impulse Buying
    3. Psychological Needs
    4. Ritual Consumption
16. What is the first step in the consumer decision process?
    1. Information Search
    2. Need Recognition
    3. Post-Purchase
    4. Alternative Evaluation
17. What three outcomes are most common in post-purchase behavior?
    1. Realistic Expectations, correct product use, and cognitive dissonance
    2. Customer Satisfaction, employee satisfaction, and cognitive dissonance
    3. Customer satisfaction, customer loyalty, and post-purchase dissonance
    4. None of the Above
18. According to Maslow’s Hierarchy of needs, which of the five needs is being displayed in this situation: You buy a Mercedes-Benz solely based on your own wants, not because it is the popular thing to do.
    1. Safety Needs
    2. Self-actualization
    3. Esteem Needs
    4. Social Media
19. Which is NOT part of the 5 types of actual or perceived risks?
    1. Psychological
    2. Political
    3. Financial
    4. Social
    5. Physiological
20. Which of the following factors do NOT affect consumers’ search process?
    1. The perceived benefits versus the perceived costs of search
    2. Lifestyle
    3. Locus of Control
    4. Actual or Perceived Risk

Answer Key

1. B
2. B
3. B
4. B
5. C
6. B
7. B
8. B
9. B
10. B
11. B
12. B
13. B
14. B
15. B
16. B
17. B
18. B
19. B
20. B