1. The mode of decision making that has high involvement and low experience is:
2. Brand Loyalty
3. Limited Problem Solving
4. Extended Problem Solving
5. Habitat or variety seeking
6. Brand Loyalty is a mode of decision that has \_\_\_\_\_\_ involvement and \_\_\_\_\_\_\_experience
7. High; High
8. High; Low
9. Low; Low
10. Low; High
11. What is the term for the anxiety or regret that lingers after a difficult decision, also known as “buyer’s remorse”?
12. Consumer Regret
13. Cognitive Dissonance
14. Customer dissatisfaction
15. Consumer Anxiety
16. What is the first stage of the consumer decision-making process? Consumers:
17. Evaluate post purchase use
18. Perceive a need
19. Search for information
20. Purchase
21. Which of the following does not influence consumption?
22. Family
23. Community
24. Geopolitics
25. All of these influence consumption
26. What is the opposite of cognitive dissonance where a consumer has a favorable post purchase experience?
27. Customer Satisfaction
28. Brand Loyalty
29. Cognitive resonance
30. Consumer Gratitude
31. What term are defining expressions of what is important to cultures?
32. Rituals
33. Values
34. Stratification
35. Ethics
36. Executing a MAAMs analysis involves:
37. 1 Step
38. 2 Steps
39. 3 Steps
40. 4 Steps
41. Limited problem solving has \_\_\_\_\_\_ involvement, \_\_\_\_\_\_ experience.
42. Low, Low
43. High, High
44. Low, High
45. High, Low
46. Brands with high \_\_\_\_\_\_ are worth more.
47. Popularity
48. Loyalty
49. Cultural capital
50. Differentiation
51. Prestige
52. Habit or variety seeking has \_\_\_\_\_\_ involvement, \_\_\_\_\_\_ experience.
53. Low, Low
54. High, High
55. Low, High
56. High, Low
57. Marketers who overlook the influence of culture are bound to
58. Prosper
59. Struggle
60. Increase customer satisfaction
61. Fail completely
62. What is the third stage of the consumer decision-making process? Consumers:
63. Evaluate post purchase use
64. Perceive a need
65. Purchase
66. Search for information
67. What is the fourth step of the MAAMs analysis?
68. Specify evaluative criteria for relevant brands
69. Ask consumers to rate brands against criteria
70. Develop promotional response
71. Identify salient beliefs
72. Anthropologist \_\_\_\_\_\_ refers to ads as “movement of meaning”
73. Franz Boas
74. Grant McCracken
75. Clifford Geertz
76. Edward Sapir
77. What is the last step of the consumer decision-making process?
78. In *postpurchase use and evaluation*
79. Purchase
80. Search for Information
81. Perceive a need
82. Which step of the consumer decision-making process can cognitive dissonance be encountered?
83. Step 1
84. Step 2
85. Step 3
86. Step 4
87. Brand messages are developed to:
88. Influence marketing ethics
89. Evaluate criteria
90. Influence the way people think about products and brands
91. Create negative thoughts on the brand
92. \_\_\_\_\_\_\_\_ is an activity that each person undertakes before a broad audience of other consumers?
93. Consumer behavior
94. Marketing
95. Evaluation
96. Promotion
97. Who won the Texas Tech vs. #3 Oklahoma men’s basketball game?
98. O who
99. TTU
100. C
101. A
102. B
103. B
104. D
105. A
106. B
107. D
108. A
109. C
110. C
111. B
112. D
113. C
114. B
115. A
116. D
117. C
118. A
119. B