**Chapter 6 Quiz Questions**

1. What kind of purchasing process occurs when the consumer devotes considerable time and effort to analyzing alternatives?
2. Limited problem solving
3. Extended problem solving
4. Ritual consumption
5. Habitual decision making
6. \_\_\_\_\_\_\_\_ risks are those associated with the way people will feel if the product or service does not convey the right image.
7. Cognitive
8. Physiological
9. Social
10. Psychological
11. Which of the following is NOT a psychological factor that can influence the consumer decision process?
12. Perceptions
13. Learning
14. Values
15. Attitudes
16. An attitude is a person’s enduring evaluation of his or her \_\_\_\_\_\_\_\_ and behavioral tendencies toward a(n) \_\_\_\_\_\_\_\_ or idea.
17. Feelings; object
18. Values; service
19. Beliefs; object
20. Feelings; situation
21. Which of these is NOT a part of the consumer decision process?
    1. Purchase
    2. Alternative Evaluation
    3. Information Search
    4. Cost Evaluation
22. Physiological risks are also known as \_\_\_\_\_\_\_ risks.
    1. Safety
    2. Service
    3. Psychological
    4. Security
23. Which of these is NOT part of the components of postpurchase outcomes?
    1. Customer Satisfaction
    2. Customer Loyalty
    3. Customer Retention
    4. Post-Purchase Dissonance
24. In an internal search for information, the buyer examines \_\_\_\_\_\_\_\_ about the product or service.
    1. The internet
    2. Their own knowledge
    3. Outside information
    4. Word of mouth
25. \_\_\_\_\_\_\_\_\_\_ needs pertain to the performance of a product or service.
    1. Psychological
    2. Internal
    3. Marketing
    4. Functional
26. If a business is afraid that their consumers may react negatively towards their products or services, then they have \_\_\_\_\_\_\_\_.
    1. Financial Risk
    2. Performance Risk
    3. Social Risk
    4. Psychological Risk
27. Which of the following is not a component of attitude.
    1. affective
    2. cognitive
    3. behavioral
    4. social
28. Which of the following does not show to increase the conversion rate for companies?
    1. Having the merchandise in stock
    2. Offering money back guarantees for unhappy customers
    3. Reducing wait time
    4. Increase incentives for customers to purchase items held in their shopping carts
29. Consumers avoid financial risks by:
    1. Only buying products that do not have a functional need.
    2. Purchasing products on impulse when out shopping.
    3. Ignoring prices when shopping.
    4. Avoiding purchases that have low functional needs.
30. The group of items consumers are considering when making a purchase are the \_\_\_\_\_.
    1. Retreival sets
    2. Evoked sets
    3. Universal sets
    4. Purchase sets
31. Products that consumers show a strong preference towards and spend a great deal of effort to locate are called:
    1. Hot deals
    2. Premium products
    3. Specialty products
    4. Desired goods
32. The correct order of the consumer decision process is:
    1. Alternative evaluation, post purchase, need recognition, information search, purchase
    2. Need recognition, information search, alternative evaluation, purchase, post purchase
    3. Information search, alternative evaluation, need recognition, purchase, post purchase
    4. Post purchase, purchase information search, need recognition,alternative evaluation
33. Which answer choice is not an attribute set considered by consumers?
    1. Universal
    2. Retrieval
    3. Evoked
    4. Purchased
34. When a consumer shows high involvement in their buying decisions, they do all the following EXCEPT:
    1. Consider different stores
    2. Develop strong attitudes and purchase intentions
    3. Pay greater attention
    4. Use a deeper processing
35. Social Factors include all of the following EXCEPT:
    1. Family
    2. Reference groups
    3. Store clerks
    4. Culture
36. When going through the process of need recognition, what are the two main types of needs?
    1. Functional and psychological needs
    2. Psychological and private needs
    3. Actual and functional needs
    4. Private and public needs

ANSWER KEY:

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