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**Chapter 5 Quiz Questions**

1. The anxiety or regret that lingers after a difficult decision, sometimes called “buyer’s remorse” is known as?
	1. Cognitive Dissonance
	2. Consumer Behavior
	3. Need State
	4. Emotional Benefits

2. What are the four stages of consumer decision-making in order?

1. Purchase, information search and alternative evaluation, need recognition, post purchase and evaluation
2. Information search and alternative evaluation, need recognition, purchase, post purchase and evaluation
3. Need recognition, information search and alternative evaluation, purchase, post purchase and evaluation
4. Need recognition, Purchase, information search and alternative evaluation, post purchase and evaluation

3. Consumers use \_\_\_\_\_\_\_\_ to compare the attributes and performance of competing brands

1. Importance weights
2. The consideration set
3. Salient beliefs
4. Evaluative Criteria

4. When a consumer visits retail stores to examine the alternatives, seeks input from friends and relatives about their experiences with a product they are conducting a/an?

1. External Search
2. Internal Search
3. Consideration Set
4. Evaluative Criteria

5.  Uses attractive or comical spokesperson, novel imagery, humorous incidents or a catchy jingle

1. ELM
2. Central Route
3. Persuasion
4. Peripheral cues

6.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the benefits that come from a product’s objective performance characteristics.

1. Emotional benefits
2. Functional benefits
3. Useful benefits
4. Consumer behavior

7.  When Looking at the Modes of Decision Making Model, what mode is used when there is a low degree of customer involvement AND a low level of experience with the product or service?

1. Extended problem solving
2. Brand loyalty
3. Limited problem solving
4. Habit or variety seeking

8.  Alternative evaluation is structured by which two variables?

1. Consideration set and evaluative criteria
2. Internal search and external search
3. Internal search and consideration set
4. Consideration and external search

9.  What is the first obstacle marketers must overcome in order for their message to have its intended effect?

1. Advertising clutter
2. Selective attention
3. Cognitive responses
4. Cognitive consistency impetus

10. Advertising can be thought of as a \_\_\_\_\_\_\_\_.

1. Tool
2. Conversation
3. Problem
4. Text

11. Which of the following is NOT one of the four stages of consumer decision-making:

1. Decision- making
2. Need recognition
3. Information search and alternative evaluation
4. Purchase
5. Post purchase use and evaluation

12. The customer’s first option for information is...

1. The internet
2. An internal search
3. Phoning a friend
4. From past experiences

13. What is the third stage of customer’s decision making?

1. Shopping
2. Purchase
3. Return
4. Buyer’s remorse

14. Target is a good example of a company with noticeable ads over the years. Their ads are almost devoid of \_\_\_\_\_

1. Words
2. People
3. Music
4. Discounts

15. \_\_\_\_\_ help contemporary consumers with their identity.

1. Therapists
2. High incomes
3. Celebrities
4. Personal shoppers

16. What is a group of consumers who feel a commonality and shared purpose surrounded in or attached to a consumer good or service?

1. A focus group
2. A sorority
3. A brand community
4. A retirement community

17. A(n) \_\_\_\_\_\_ is a circumstance that changes a family’s consumption patterns.

1. Natural disaster
2. Brand stage
3. Emergency
4. Life stage

18. What factors do NOT affect consumers’ search processes?

1. Perceived benefits
2. Perceived costs
3. Perceived value
4. None of the above

19. Needs can be recognized as:

1. Functional
2. Psychological
3. Both a and b
4. None of the above

20. Which relies on internal and external searches?

1. Employees
2. Information
3. Needs
4. Wages

Answers

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