Chapter 4 Quiz

1. A form of market research that emphasizes the understanding of consumers’ activities, interests and opinions is:
2. Lifestyle Segmentation
3. Geodemographic Segmentation
4. Psychographics
5. Benefit Segmentation
6. A market segment made up of the gradual but constant influx of first-time buyers is:
7. Variety Seekers
8. Emergent Consumers
9. Nonusers
10. Point of Entry Marketing

1. Quantifiable characteristics of consumers such as age, gender, race, marital status, income, education, or occupation are considered:
   1. Psychographics
   2. Lifestyles
   3. Demographics
   4. External facilitators
2. A marketing strategy that communicates a unique benefit your brand has is:
   1. User positioning
   2. Competitive positioning
   3. Internal positioning
   4. Benefit positioning
3. Which of the following is NOT one of the four fundamental segment types:
   1. Switchers
   2. Brand Loyal Users
   3. Non-users
   4. Effective Consumers

1. Three fundamental elements: benefit positioning, user positioning, and competitive positioning are considered when selecting a\_\_\_\_\_.
   1. Positioning Theme
   2. Market segmentation
   3. Research Plan
   4. Company Database
2. The first step in STP marketing involves breaking down large, heterogeneous markets into more manageable submarkets or customer segments. What is this activity called?
   1. Market Segmentation
   2. Point-of-entry Marketing
   3. Demographic Segmentation
   4. Geodemographic Segmentation
3. What is the term that advertisers created in the mid-1960s to refer to a form of research that emphasizes the understanding of consumers' activities, interests, and opinions (AIOs)?
   1. Psychographics
   2. Lifestyle Segmentation
   3. Careful Cooks
   4. Happy Cookers
4. One of the best ways to revive an ailing brand or fix the lackluster performance of a new market entry is to use:
   1. Benefit positioning
   2. User positioning
   3. Competitive positioning
   4. Repositioning
5. What does the ‘S’ in STP marketing stand for?
   1. Standard
   2. Segmenting
   3. Stabilized
   4. Strategy

Answer Key:

1. C
2. B
3. C
4. D
5. D
6. A
7. A
8. A
9. D
10. B