Chapter 6 Questions

1. Which is NOT a part of the Consumer Decision Process?

a. Psychological Factors

b. Situational Factors

**c.** **Economic Factors**

d. Marketing Mix

e. Social Factors

2. The set of criteria that consumers use consciously or subconsciously to quickly and efficiently select from among several alternatives is \_\_\_\_\_

**a.** **Consumer Decision Rules**

b. Compensatory Decision Rule

c. Default Rules

d. Safety Rules

3. Components of Postpurchase Outcomes include \_\_\_\_\_

a. Customer satisfaction

b. Customer loyalty

c. Postpurchase cognitive dissonance

**d.** **All of the above**

4. Which of these is a part of The Consumer Decision Process?

a. Attitude

**b.** **Need Recognition**

c. Behavioral Component

d. Culture

e. Evaluative Criteria

1. What is the second step of the Consumer Decision Process?
2. Alternative evaluation
3. Need Recognition
4. Purchase and consumption
5. Post-purchase
6. **Information search**
7. What may override or at least influence psychological and social issues?
8. Psychological factors
9. Social factors
10. Marketing mix
11. **Situational factors**
12. Impulse buying is considered to be a common type of \_\_\_\_\_\_\_\_ solving.
13. Extended Problem
14. **Limited Problem**
15. Involvement
16. Both a and b

8. A common type of limited problem solving is \_\_\_\_\_\_\_\_\_\_\_.

**a.** **Impulse buying**

b. Mental math

c. An educated guess

d. All of the above

9. Which of the following is NOT one of the four factors affecting the consumer decision process?

a. Psychological Factors

b. Social Factors

c. The Marketing Mix

**d.** **Physiological Factors**

e. Situational Factors

10. Which of the following is NOT an example of a functional need?

a. Physical warmth

b. Food

c. Shelter

**d.** **Love**

e.Water

11. What is the third step of the consumer decision process model that is used before, during, and after consumers make a purchase?

1. Information search
2. **Alternative evaluation**
3. Need recognition
4. Purchase and consumption
5. Post-purchase

12. Which of the following is NOT one of the attribute sets that consumers use to evaluate alternatives?

1. Universal sets
2. Retrieval sets
3. **Restored sets**
4. Evoked sets

13. Which rule assumes that the customer, when evaluating alternatives, trades off one characteristic against another, such that good characteristics compensate for bad characteristics?

1. **Compensatory decision rule**
2. Consumer decision rule
3. Choice decision rule
4. Consumption decision rule

14. Which of the following is NOT a social factor that affects the Consumer Decision Process?

1. Family
2. Reference Group
3. **Food**
4. Culture
5. Which of the following is not a psychological factor that affects the way people receive marketers’ messages?
6. Attitudes
7. Perception
8. Learning and Memory
9. **Childhood**
10. Motives

16. Which correctly orders the progression of Maslow’s Hierarchy of Needs?

1. **Physiological, safety, love, esteem, self-actualization**
2. Physiological, safety, esteem, self-actualization, love
3. Safety, physiological, love, esteem, self-actualization
4. Safety, esteem, physiological, self-actualization, love

17. Which is false about attitudes?

1. They are a person’s enduring evaluation of his or her feelings about and behavioral tendencies toward an object or idea
2. Attitudes are learned and long lasting, and they might develop over a long period of time, though they may abruptly change
3. Attitudes consist of the cognitive component, the affective component, and the behavioral component
4. **They influence our acquisition and consumption of goods and services through our tendency to assign meaning to such things as color, symbols, taste, and packaging**

18. What are the two types of buying decisions consumers make?

1. Impulse purchases and habitual
2. **Extended and limited**
3. High involvement and low involvement
4. Limited and habitual
5. What is the final step in the Consumer Decision Process?
6. Marketing
7. **Post-purchase**
8. Information Search
9. Stock market evaluation

20. Successful marketing requires

1. Celebrity endorsement
2. **Correct balance of functional and psychological needs**
3. Correct balance of real world and web advertisements
4. All of the above

21. What is an internal search for information

1. **When a buyer examines their memory and knowledge about a product**
2. When a buyer searches for product information through google or other means
3. When a buyer reaches enlightenment through meditation
4. When a buyer speaks to a salesperson