Marketing Chapter 6 Quiz

1. Sometimes consumers have second thoughts after buying goods that are expensive, infrequently purchased, or associated with a high level of risk. This is an especially critical time for marketers, as their customers are dealing with

1. **Buyer’s remorse**
2. Consumer vulnerability
3. Purchase uncertainty
4. Competitive leverage

2. The consumer buying process begins when

1. A consumer enters the store
2. A consumer’s performance risk is minimized
3. **A consumer recognizes an unsatisfied need**
4. Consumer’s functional needs are greater than their psychological needs

3. According to Maslow's hierarchy of needs, which needs are the needs that people first seek to meet?

1. Love
2. **Physiological**
3. Safety
4. Esteem

4. The search for information is the \_\_\_\_\_\_ step in the consumer decision process.

1. **Second**
2. Third
3. Fourth
4. First

5. The consumer decision process is best defined as \_\_\_\_\_\_.

1. **The steps consumers experience when making a purchase**
2. A sequence of steps a consumer goes through
3. A technique marketer’s use to identify their target market
4. The response that a seller makes to a consumer’s purchase decision

6. Need recognition would be greatest in which situation?

1. Don is taking a four-week backpacking trip around Europe and wants a new jacket for the trip.
2. **Pete returned home from work to find his refrigerator is broken and his refrigerated and frozen food must be thrown out.**
3. Janet is making a fruit salad and has no apples.
4. Claire has run out of Chanel #5, one of her favorite perfumes.

7. After consumers complete the need recognition stage in the consumer decision process, they begin the \_\_\_\_\_\_ stage.

1. Purchase
2. evaluate alternatives
3. **search for information**
4. secondary needs

8. Joanna owns an iPad and a Macbook, both Apple products. When it is time to buy a new phone, she chooses an iPhone. She is probably using a(n) \_\_\_\_\_\_ search when deciding how she feels about Apple's products.

1. Psychological
2. **Internal**
3. Internal
4. External

9. An \_\_\_\_\_\_ search is when the buyer looks for information beyond personal knowledge to help make the buying decision, such as checking the Internet, asking a friend, or visiting a showroom.

1. Alternative
2. **External**
3. Internal
4. Information

10. They are two key types of information searches: internal and

1. **External**
2. Alternative
3. Opposite
4. None of the above

11. All of the following affect the consumer search process EXCEPT which element?

1. **A firm’s accounting process**
2. Actual risk
3. Perceived risk
4. The locus of control

12. Which of the following is NOT an external search for information when looking to purchase a new car?

1. You browse Consumer’s Reports
2. You browse Honda's website.
3. You ask your brother how he likes his new Ford.
4. **Your mother has owned four Toyota cars, which you loved driving.**

13. Michelle is looking for a new apartment. Her first option is located two blocks from her job. The rent is at the top of her price range and it is much smaller than she had expected. Due to the fact that the complex is close to work and allows her to have her dog, Michelle put it at the top of her list. Which best explains the perceived benefits of Michelle's possible new apartment?

1. **Proximity to work and allows pets**
2. Proximity to work
3. Allows pets
4. Smaller size of the apartment

14. Which factor is NOT a perceived cost of product purchase?

1. Price
2. Time and energy
3. Effort expended
4. **Habitual purchases**

15. The collection of all possible alternatives for a decision, even those the buyer would not consider and might not even be aware of, is referred to as the \_\_\_\_\_\_.

1. Evoked set
2. Attribute set
3. **Universal set**
4. Evaluation criterion

16. All of the brands that Mary can easily call to mind for laundry detergents, whether she would consider buying them or not, comprise her \_\_\_\_\_\_ set.

1. Predetermined
2. Universal
3. **Retrieval**
4. Evoked

17. In which situation did an alternative evaluation option occur within the search process?

1. Jesus gets a membership at the gym his friends use.
2. **Kevin searches for a new car on the internet before visiting “The Mile of Cars” store**
3. Frankie goes to a nearby gas station to purchase his regular energy drink.
4. Mike buys a ticket to the only theme park in the city.

18. Jill is in the market for purchasing a new automobile, but she will only considermodels made by American companies. The American car makers are part of Jill's \_\_\_\_\_\_ set.

1. Retrieval
2. **Evoked**
3. Universal
4. Alternative

19. When the consumer uses many evaluative criteria such as fuel economy, acceleration speed, and the availability of extra features, like satellite radio or GPS, to make a decision about purchasing a car, the consumer is doing what?

1. Employing a decision heuristic
2. **Basing the decision on important, salient features of the car**
3. Refusing to use a compensatory decision model
4. Using a non-compensatory decision model

20. When Amber is thinking about where she would like to eat lunch, she remembers five places close by where she has eaten before. Although some of them she would not revisit, these restaurants are part of Amber's \_\_\_\_\_\_ set.

1. Universal
2. Unevoked

**C. Retrieval**

D. Evoked