MKT 4354

Ch. 5 quiz questions

what level of involvement and experience does Extended problem solving use?

1. high involvement, low experience
2. low involvement, low experience
3. low involvement, high experience
4. high involvement, high experience

Which of the following is NOT included in the MAAM analysis?

1. Ask consumers to rate brands against criteria
2. specify evaluate criteria for relevant brands
3. Extended problem solving
4. Develop promotional response

What is the first stage of consumer decision making?

1. When consumers perceive a need
2. A search for information
3. postpurchase use and evaluation
4. Purchase stage

Brands with high cultural capital are worth?

1. More
2. less
3. the same
4. none of the above

Which of the following is NOT a step in communication processing?

1. Pay attention to the message
2. comprehend the message correctly
3. accept the message exactly as it was intended
4. brand loyalty

A consumer that bases their choice of product on the ones in their childhood home is feeling

a. Effects of advertising

b. Intergenerational effect

c. Effects of marketing

d. persuasion to buy

Something you do annually, always in generally the same way that solidifies cultural values is a

a. Ritual

b. Series

c. Holiday

d. Party

The message a brand intends or conveys is the \_\_\_\_\_\_\_ of the brand

a. Purpose

b. Goal

c. Meaning

d. Idea

When we encounter many messages but can only interpret a few, it is called

a. Distraction

b. Selective attention

c. Failure

d. Lack of care

When there is an excess amount of similar ads, confusing the message, it is called

a. Bad advertising

b. ineffective ads

c. advertising clutter

d. bad marketing

A psychological state arising when one’s desired state of affairs differs from one’s actual state of affairs is known as?

1. involvement
2. habit
3. needed
4. need state

which of the following is not a part of the four stages of consumer decision making?

1. purchase
2. information search and alternative evaluation
3. interaction
4. post purchase and evaluation

Anxiety or regret that lingers after a difficult decision is known as

1. consideration set
2. habit
3. consumer behabior
4. cognitive dissonance

ELM is short for?

1. entry-level marketing
2. environment likelihood management
3. elaboration likelihood model
4. entry-level management

When dealing with the four modes of decision making, the modes are determined by?

1. problem solveing
2. evaluation
3. involvement and experience
4. beliefs

Which customer beliefs are critical determinants of attitude toward a product or service?

A. Reasoned beliefs

B. Determinant set

C. Primary beliefs

D. Salient beliefs

Members of the Crest & Bark marketing team are deciding which evaluative criterions have priority in customer’s decision-making process. This team may gauge criterion priority by which means?

A. Standard deviation

B. Importance weights

C. Customer questionnaire

D. External criterion rating (ECR)

2woke Coffee co. endeavors to build a platform that unites customers, grounded in shared purpose and commonality. Which term describes 2woke’s intent?

A. Brand following

B. Customer base

C. Platform offering

D. Brand community

\_\_\_\_\_\_\_\_\_\_ are features of an advertisement other than the actual arguments about the brand’s performance.

A. Promotion noise

B. Context cues

C. Peripheral cues

D. Advertising clutter

Susan tends to have a diverse market basket; she often seeks new products and enjoys purchasing random brands. Susan can best be described as what type of consumer?

A. Variable attitude

B. Problem solving

C. High involvement

D. Variety-Seeking