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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Consumer behavior is the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units over time.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 2. Consumer behavior reflects more than the way that a product is acquired by a single person at any one point in time.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 3. Buying represents one type of acquisition behavior.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 4. Usage is at the core of consumer behavior.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 5. Disposition is the process by which a consumer uses an offering.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 6. The sequence of acquisition, consumption, and disposition does not occur over time.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 7. The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains: the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 8. Before consumers can make decisions, they must have some source of knowledge or information upon which to base their decisions.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 9. Culture refers to the typical or expected behaviors, norms, and ideas that characterize a group of people.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 10. One reason marketing managers study consumer behavior is to create public awareness of inappropriate practices.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 11. Marketing managers need to understand consumer behavior to protect consumers from unfair, unsafe, or inappropriate marketing practices.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 12. Research indicates that consumers find it difficult to understand the differences between brands when they view a chart, matrix, or grid comparing brands and their attributes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 13. A brand name is better remembered when placed in an ad that has interesting and unrelated visuals.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 14. ​Sellers should create the endowment effect by setting a higher price for goods than buyers are willing to pay.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 15. An offering is a product, service, activity, or idea:   |  |  |  | | --- | --- | --- | |  | a. | that is acquired but not used by consumers. | |  | b. | that is used but not acquired by consumers. | |  | c. | marketed by a firm but not yet available in the marketplace. | |  | d. | made available by a marketing organization to consumers. | |  | e. | that is in the marketplace but not yet accepted by consumers. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 16. The process by which a consumer comes to own an offering is known as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | usage | |  | b. | disposition | |  | c. | comprehension | |  | d. | acquisition | |  | e. | perception |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 17. Which of the following statements is true of acquisition behavior?   |  |  |  | | --- | --- | --- | |  | a. | Attitudes toward materialism, status, and self-concept do not play a role in acquisition behavior. | |  | b. | Consumers tend to procrastinate in redeeming coupons and gift cards when deadlines are close. | |  | c. | Ways of obtaining goods and services include renting, leasing, trading, and sharing. | |  | d. | Disposition represents one type of acquisition behavior. | |  | e. | Acquisition behavior of one customer cannot be linked with disposition behavior of another customer. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 18. Linda runs a small café. At the end of the day, she recycles all paper and plastic. In the context of consumer behavior, this is an example of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | preattentive processing | |  | b. | purchase behavior | |  | c. | zapping | |  | d. | disposition behavior | |  | e. | zipping |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 19. Which of the following statements is true of consumer behavior?   |  |  |  | | --- | --- | --- | |  | a. | It is limited to the study of how consumers buy products. | |  | b. | It reflects the actions of a single consumer rather than a group of consumers. | |  | c. | It is related to how consumers make acquisition decisions rather than disposition decisions. | |  | d. | It deals with the purchase of tangible goods but not services. | |  | e. | It affects decisions about managing debt. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 20. Identify a true statement about the consumer behavior process.   |  |  |  | | --- | --- | --- | |  | a. | Consumers do not make decisions about where to consume various products. | |  | b. | Culture does not influence consumers' acquisition, disposition, or usage behavior. | |  | c. | Consumer behavior is a dynamic process. | |  | d. | Finding a new use for a tangible product is a way to dispose of an offering temporarily. | |  | e. | Lending represents one type of acquisition behavior. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 21. Mike wants to buy a computer. His friend, Gregory, researches the various brands of computers in the market and helps Mike choose one. As Mike is about to buy it, Mike's father mentions that the brand Mike has chosen is mediocre compared with the other brands in the market. In this scenario, Mike's father plays the role of the \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | influencer | |  | b. | purchaser | |  | c. | user | |  | d. | ethicist | |  | e. | policy maker |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 22. Russell and his family are thinking about getting a new big-screen television. He has researched different brands, models, and prices of televisions from the Internet. In this scenario, Russell is the \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | policy maker | |  | b. | purchaser | |  | c. | influencer | |  | d. | disposer | |  | e. | cord-cutter |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 23. ​Disposable cameras were unsuccessful when they were launched in the market. Consumers doubted whether they could take good pictures. When disposable cameras were repositioned "for those who forgot their camera on vacation" or "for those who do not want to ruin their expensive camera on the beach or slopes," sales increased. This could be best thought of as a successful example of marketers understanding:   |  |  |  | | --- | --- | --- | |  | a. | how consumers dispose of cameras. | |  | b. | why consumers acquire cameras. | |  | c. | media marketing techniques. | |  | d. | the limits of disposable optical engineering. | |  | e. | the information search process. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 24. Buying, trading, bartering are examples of consumers engaging in \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | usage | |  | b. | acquisition | |  | c. | positioning | |  | d. | repositioning | |  | e. | white sales |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 25. Curtis likes to drink soda. He takes the empty bottles and cans that he has collected to his wife, who uses them to make art. This is an example of how to:   |  |  |  | | --- | --- | --- | |  | a. | dispose a product. | |  | b. | find new use for an offering. | |  | c. | share an offering. | |  | d. | get rid of items temporarily. | |  | e. | get rid of items permanently. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 26. Tomas, a tennis player, has fractured his elbow and has been advised not to play tennis for a few months. He decides to temporarily dispose of his tennis racket until he has healed. In this case, which of the following should Tomas do to accomplish this?   |  |  |  | | --- | --- | --- | |  | a. | He should sell his tennis racket. | |  | b. | He should rent his tennis racket. | |  | c. | He should throw away his tennis racket. | |  | d. | He should send his tennis racket to a recycling center. | |  | e. | He should give his tennis racket away. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 27. Which of the following is a way to get rid of an offering temporarily?   |  |  |  | | --- | --- | --- | |  | a. | Finding a new use for the offering | |  | b. | Lending the offering | |  | c. | Throwing away the offering | |  | d. | Sending the offering to a recycling center | |  | e. | Giving the offering away |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 28. Which of the following is a way of disposing of an offering permanently?   |  |  |  | | --- | --- | --- | |  | a. | Buying | |  | b. | Borrowing | |  | c. | Finding | |  | d. | Selling | |  | e. | Leasing |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 29. Fructose Inc., a soft drink manufacturer, has launched a new advertising campaign. The slogan of the campaign is "Orange juice isn't just for breakfast anymore." The campaign is an example of:   |  |  |  | | --- | --- | --- | |  | a. | encouraging the collection of products. | |  | b. | changing why people use orange juice. | |  | c. | changing how people use orange juice. | |  | d. | changing whether people use orange juice. | |  | e. | affecting when people use orange juice. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 30. \_\_\_\_\_ covers motivation, ability, and opportunity; exposure, attention, perception, and comprehension; memory and knowledge; and attitudes about an offering.   |  |  |  | | --- | --- | --- | |  | a. | The psychological core | |  | b. | The process of making decisions | |  | c. | The consumer's culture | |  | d. | Consumer behavior outcomes | |  | e. | Behavior within a firm |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 31. When consumers have the opportunity to be exposed to information about a product, they need to \_\_\_\_\_ and attend to information.   |  |  |  | | --- | --- | --- | |  | a. | dispose | |  | b. | perceive | |  | c. | develop attitudes | |  | d. | form memories | |  | e. | recognize problems |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 32. Gregory, a pianist, wants to join a famous orchestra. He wants to buy an antique piano that has been put up for sale so that he can practice. In the context of consumer behavior, Gregory's desire to buy the piano is an example of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | information search | |  | b. | perception | |  | c. | motivation | |  | d. | exposure | |  | e. | postpurchase evaluation |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 33. Alex plans to purchase a new automobile. His experience as an auto mechanic helps him decide which automobile will be suitable for him. In this case, Alex's experience as an auto mechanic acts as the \_\_\_\_\_ to purchase the new automobile.   |  |  |  | | --- | --- | --- | |  | a. | ability | |  | b. | perception | |  | c. | symbol | |  | d. | exposure | |  | e. | opportunity |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 34. Anne wants to purchase a new computer. She decides to go on a vacation before making the purchase. In this case, her vacation provides her with the \_\_\_\_\_ to learn as much as possible about purchasing the computer.   |  |  |  | | --- | --- | --- | |  | a. | attention | |  | b. | perception | |  | c. | motivation | |  | d. | exposure | |  | e. | opportunity |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 35. Kimberly wants to learn about the latest developments in agricultural tools and equipment. She attends many trade shows and conferences on these products. In this case, Kimberly's action of attending these events is an example of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | making judgement | |  | b. | making postpurchase evaluation | |  | c. | using symbol | |  | d. | gaining exposure | |  | e. | retrieving memory |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 36. Benjamin has been buying generic brake oil for years. When he watches an advertisement for a new type of brake oil, he pays attention to the ad and understands the information in it. In this scenario, Benjamin is involved in \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | problem recognition | |  | b. | finding opportunity | |  | c. | disposition | |  | d. | perception | |  | e. | making postdecision evaluation |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 37. Which of the following statements is true of attitudes?   |  |  |  | | --- | --- | --- | |  | a. | They do not change over time. | |  | b. | They are conscious and definite choices. | |  | c. | They always culminate in a purchase decision. | |  | d. | They do not play a role in acquisition behavior. | |  | e. | They do not always predict behavior. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 38. Problem recognition occurs when we:   |  |  |  | | --- | --- | --- | |  | a. | form an attitude. | |  | b. | purchase an offering. | |  | c. | expose ourselves to persuasive information. | |  | d. | realize that we have an unfulfilled need. | |  | e. | categorize information in a schematic framework. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 39. Jude wants to purchase a new mouse for his computer. He wants it to be ergonomic, functional, and durable. He invests considerable time and energy before making a decision. This is an example of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | a disposition method | |  | b. | long-term memory retrieval | |  | c. | a high-effort decision | |  | d. | postdecision evaluation | |  | e. | diffusion of ideas |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 40. George goes to a restaurant for dinner with his family. The service and the food at the restaurant are not up to standard. After they leave, George wonders whether his choice of restaurant was good. In this case, George is in the \_\_\_\_\_ stage of making decisions.   |  |  |  | | --- | --- | --- | |  | a. | problem recognition | |  | b. | information search | |  | c. | pretesting | |  | d. | postpurchase evaluation | |  | e. | acquisition |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 41. Corbyn wants to be a professional football player. He tries to emulate the behavior of National Football League (NFL) players and pays attention to the advertisements that use NFL players as spokespersons. In this scenario, Corbyn regards the NFL players as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | a reference group | |  | b. | policy makers | |  | c. | an advocacy group | |  | d. | a target group | |  | e. | ethicists |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 42. The external signs we use, consciously or unconsciously, to express our identity are known as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | addictions | |  | b. | inept sets | |  | c. | inert sets | |  | d. | attitudes | |  | e. | symbols |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 43. Nathan is a trained mountain climber. He is a member of a mountaineering club and dons the club's T-shirt during his expeditions. In this scenario, Nathan's T-shirt is an example of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | a profane thing | |  | b. | internal locus of control | |  | c. | a symbol | |  | d. | external locus of control | |  | e. | a consideration set |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 44. Understanding consumer behavior is crucial for \_\_\_\_\_ in developing policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices.   |  |  |  | | --- | --- | --- | |  | a. | consumer cooperatives | |  | b. | managers | |  | c. | regulators | |  | d. | reference groups | |  | e. | advertisers |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 45. Which of the following is a reason why academics understand consumer behavior?   |  |  |  | | --- | --- | --- | |  | a. | They generate knowledge about consumer behavior when they conduct research focusing on how consumers act, think, and feel. | |  | b. | They influence consumers as well as the targeted companies through strategies such as media statements and boycotts. | |  | c. | They develop policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices. | |  | d. | They worry about companies tracking what consumers do online. | |  | e. | They support an enforceable "do not track" mechanism that would allow consumers to opt out of online tracking systems. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 46. Fourlotts Corp., a safety equipment manufacturer, sends brochures of its latest safety equipment to neighborhoods where theft or robbery is highly prevalent. In this scenario, Fourlotts Corp. is:   |  |  |  | | --- | --- | --- | |  | a. | organizing white sales. | |  | b. | organizing sales promotions. | |  | c. | determining consumer satisfaction with the attributes of a product. | |  | d. | selecting a target market from among numerous segments. | |  | e. | acting as policy makers. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 47. Which of the following statements is true of perceptual maps?   |  |  |  | | --- | --- | --- | |  | a. | The farther companies are to one another on the map, the more similar they are perceived to be. | |  | b. | The closer companies are to one another on the map, the less likely they are to be competitors. | |  | c. | Brands in the same quadrant of the map are perceived as offering similar benefits to consumers. | |  | d. | Perceptual maps cannot be used to determine how offerings can be positioned. | |  | e. | Perceptual maps are not depicted as graphs. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 48. Which of the following statements is true of positioning?   |  |  |  | | --- | --- | --- | |  | a. | Positioning helps marketers identify consumers who have needs that are not being met. | |  | b. | The desired image should reflect how a product is similar to the competition. | |  | c. | Positioning helps consumers identify ways to dispose an offering. | |  | d. | In a perceptual map, positioned brands share the same quadrant of other brands in the market. | |  | e. | Positioning should suggest that the product is superior in one or more attributes valued by the target market. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 49. Scorla Foods, a food products manufacturer, initially manufactured all kinds of food products. Recently, the company started to manufacture and market only organic food products. Due to this change, the company came to be identified as a manufacturer of organic products. In this case, Scorla Foods is involved in \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | repositioning | |  | b. | co-branding | |  | c. | acquisition | |  | d. | resistance | |  | e. | problem recognition |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 50. Which of the following statements is true of marketing communication?   |  |  |  | | --- | --- | --- | |  | a. | Word of mouth spreads fastest through traditional print media. | |  | b. | Word of mouth is marketer-controlled. | |  | c. | Word of mouth seems less credible to consumers than messages directly controlled by marketers. | |  | d. | Sales promotions include premiums, contests, sweepstakes, free samples, coupons, and rebates. | |  | e. | A perceptual map measures consumers' physiological and neurological responses to marketing communications. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 51. Magnira Inc. is trying to promote its cosmetics. It offers discounts to customers who post about its products' benefits in their social media accounts. This enables others to know about the company's products. In this case, customers of Magnira Inc. are involved in \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | co-branding | |  | b. | disposing | |  | c. | word of mouth | |  | d. | brand extension | |  | e. | perceptual mapping |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 52. The advertising department of Locder Inc. has come up with a new set of advertising campaigns. The advertising manager determines the effectiveness of the new ads before they are broadcast. In this scenario, the advertising manager of Locder Inc. is involved in \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | advertising copy testing | |  | b. | misleading advertising | |  | c. | disposition | |  | d. | perceptual mapping | |  | e. | white sales |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 53. One reason why so many prices end in the number 9 is that they:   |  |  |  | | --- | --- | --- | |  | a. | increase the credibility of manufacturers. | |  | b. | are easy to understand for consumers. | |  | c. | enhance consumer perception of product quality. | |  | d. | are perceived by consumers to be cheaper. | |  | e. | are fixed by market demand as default. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 54. Which of the following statements is true of the influence of price on consumers' acquisition, usage, and disposition decisions?   |  |  |  | | --- | --- | --- | |  | a. | When making a purchase, consumers consider how much they must pay in relation to the price of other relevant brands. | |  | b. | Consumers perceive prices that end in the number 0 to be cheaper than prices that end in 99. | |  | c. | Consumers respond better to a discount presented as a specific amount of money subtracted from the regular price than to a discount presented as a percentage off the regular price. | |  | d. | When buying multiple units of a service for one bundled price, consumers feel a great loss if they use only some of the units. | |  | e. | Generally, consumers tend to underestimate how much others will pay for goods, particularly when they are selling a product they own. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 55. Pentrall Bros. is a seller of used automobiles. A research study conducted by the company indicates that customers are not willing to pay more than 70 percent of the market price of a new car for a used car. In light of this, the company makes sure that the prices of used cars are not set higher than 70 percent of the market value. In this scenario, Pentrall Bros. is trying to avoid \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | the endowment effect | |  | b. | disposition | |  | c. | the sleeper effect | |  | d. | repositioning | |  | e. | product positioning |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 56. Weldine Inc. is an online seller of second-hand electronics. On Black Friday, it sells its products at a discount of 80 percent. This is an example of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | advertising copy testing | |  | b. | misleading advertising | |  | c. | pretesting | |  | d. | perceptual mapping | |  | e. | white sales |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 57. Explain consumer behavior.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 58. Discuss the acquisition, usage, and disposal decisions that a consumer must make.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 59. Explain consumer behavior as a dynamic process.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 60. ​Explain how consumers decide whether to acquire, use, or dispose of an offering.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 61. Explain why it is important for marketers to understand why consumers acquire, use, or dispose of products.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 62. Discuss ways of acquiring an offering.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 63. Discuss ways of using an offering.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 64. Sunny wants to dispose of her unused bike permanently. Discuss ways to dispose of her bike permanently.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 65. Briefly explain the four domains of consumer behavior.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 66. Explain how motivation, ability, and opportunity impact the consumer decision-making process.   |  |  | | --- | --- | | *ANSWER:* | ​Responses will vary. | |

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| 67. Describe the process of exposure, perception, and attention to information.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 68. Discuss how customers form and change attitudes toward decisions.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 69. List the four stages involved in the process of making decisions.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 70. Explain a high-effort decision.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 71. Explain the stage of making postpurchase evaluation in the process of making decisions.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 72. Explain how consumers' culture affect their behavior.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 73. Explain how reference groups influence consumer decision-making.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 74. Explain how diversity, household, and social class influence a consumer's decisions.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 75. Discuss how knowledge and information about consumer choices spread or diffuse through a market.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 76. Explain how understanding consumer behavior helps marketers.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 77. Explain why understanding consumer behavior is crucial for ethicists and advocacy groups.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 78. Briefly explain why understanding consumer behavior is crucial for public policy makers and regulators.  ​   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 79. Discuss how market segmentation impacts consumer behavior.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 80. Briefly explain how understanding consumer behavior helps marketers in selecting target markets.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 81. Discuss how marketers apply consumer research when making decisions about products and branding.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 82. Explain how a product can be positioned in consumers' minds.  ​   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 83. Explain how marketers make promotion and marketing communications decisions.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 84. Explain how the price of a product or service influences consumers' acquisition, usage, and disposition decisions.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |

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| 85. Discuss what to keep in mind while making distribution decisions that involve how products are distributed and sold to consumers.   |  |  | | --- | --- | | *ANSWER:* | Responses will vary. | |