Test Bank for Consumer Behavior 1st Edition by Ruvio, Iacobucci

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Chapter 1 Test Bank

1. _________ refers to how buyers make decisions prior to, during, and after acquiring a product to satisfy their needs, wants, and demands.
   a. Marketing behavior
   b. Purchase behavior
   c. Consumer behavior
   d. Exchange behavior
   e. Consumption behavior

2. The process of consumer behavior involves the _____, _____, and _____ of products.
   a. use; consumption; disposal
   b. acquisition; use; disposal
   c. purchase; acquisition; use
   d. search; acquisition; use
   e. search; acquisition; disposal

3. Which of the following is NOT a way of acquisition?
   a. Renting
   b. Trading
   c. Sharing
   d. Gifting
   e. All are ways of acquisition

4. ________ is the knowledge derived by studying consumer behavior.
   a. Buyer behavior
   b. Exchange insights
   c. Consumer insights
   d. Market behavior
   e. Market insights

5. Which of the following is NOT typically considered a consumer?
   a. A household
   b. A government organization
   c. A non-profit company
   d. A manufacturer
   e. All of above can be consumers

6. Mark purchased a good pair of sneakers to improve his workout experience. Mark's behavior is influenced by an _____ factor. Jake saw Mark's sneakers and decided that he wanted a similar pair. Jake's behavior is influenced by an _____ factor.
   a. internal; external
   b. internal; internal
   c. external; external
   d. external; internal
   e. extrinsic; intrinsic

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7. Ben ran out of milk and went to the grocery store to get more. He decided to try almond milk this time after recalling a conversation he had with his friend about non-dairy products. Ben's need to get milk is influenced by an _____ factor. His decision to try almond milk is influenced by an _____ factor.

a. internal; internal
b. external; external
c. internal; external
d. external; internal
e. extrinsic; intrinsic

8. Which of the following is NOT an external factor that can likely influence a consumer's decision-making process?

a. Friends or family
b. Social media
c. Culture
d. Personality
e. Colleagues

9. What are the 4Ps in the marketing mix?

a. Product, Planning, Price, Purchase
b. Promotion, Price, Planning, Place
c. Purchase, Product, Promotion, Place
d. Product, Place, Price, Promotion
e. Product, Purchase, Placement, Price

10. If you own a business that sells affordable used textbooks, which of the following groups is unlikely to be your target consumer segment?

a. College students
b. Graduating high school students
c. Parents
d. Senior citizens
e. Part-time students

11. _____ are those who acquire products to satisfy their needs. _____ are individuals or organizations that offer such products.

a. Consumers; Sellers
b. Buyers; Providers
c. Sellers; Marketers
d. Purchasers; Providers
e. Consumers; Retailers

12. During the beginning of the school year, you search on Facebook Marketplace for a decent used desk; you are a _____. Towards the end of the school year, you post on Facebook Marketplace to sell your textbooks; you are a _____.

a. consumer; seller
b. buyer; provider
c. seller; consumer
d. purchaser; provider
e. consumer; retailer

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13. Which of the following is considered a product?
   a. Service
   b. Experience
   c. Information
   d. Idea
   e. All of above

14. The interaction between buyers and sellers happens in the __________.
   a. store
   b. shop
   c. marketplace
   d. market
   e. environment

15. Sally is considering going to graduate school for further education. This is a type of a(n) _____.
   a. need
   b. want
   c. demand
   d. exchange
   e. transaction

16. According to Abraham Maslow, _____ is the motivating force behind any action we take.
   a. need
   b. happiness
   c. hope
   d. goal
   e. purpose

17. Which of the following is NOT a way that marketers can influence consumer needs?
   a. Make a need salient
   b. Create a need
   c. Remind consumers of a future need
   d. Show a situation that elicits a need
   e. Remind the need of a specific product

18. _____ refers to the specific products and brands consumers choose to satisfy their needs based on their culture and individual personality.
   a. Need
   b. Wish
   c. Desire
   d. Demand
   e. Want

19. David shops around different car dealers to decide if he would like a sedan or an SUV and from which brand. This is a type of a(n) _____.
   a. need
   b. want

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c. demand
d. exchange
e. transaction

20. _____ is an economic principle reflecting consumers' willingness and ability to pay a certain price for the desired product.
a. Exchange
b. Transaction
c. Demand
d. Value
e. Affordability

21. Kate did some research on winter jackets and decided that she would pay about $200 for a down jacket. This reflects Kate's _____.
a. need
b. want
c. demand
d. value
e. affordability

22. Bill owns a local shop that sells sports gears. He can use the ___________ in order to influence his consumer's buying process.
a. promotion mix
b. segmentation, targeting and positioning
c. market analysis
d. marketing mix
e. hire knowledgeable salespeople

23. Which of the following is NOT a necessary condition of exchange?
a. Something of monetary value
b. Two or more parties with unsatisfied needs
c. A way to communicate
d. An ability to satisfy the needs
e. Freedom to accept or reject

24. Which of the following is NOT a necessary condition of an exchange process?
a. At least two parties
b. Something of value to be exchanged
c. A need to be fulfilled
e. Freedom to accept or reject
d. An offer to be accepted

25. Skyler paid Jack $100 for tutoring her son for three hours last weekend. They are considered to have completed a(n) _____.
a. transfer
b. agreement
c. transaction
d. plan

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e. deal

26. Many companies have introduced low- or no-interest payment programs so consumers can pay smaller monthly installments instead of the total price of a product at once. This type of strategy seeks to ease consumers’ _____.

a. hesitation of buying
b. pain of using
c. hesitation of using
d. risk of buying
e. pain of buying

27. Which of the following is NOT considered a post-purchase behavior of buying a T-shirt?

a. Returning the T-shirt
b. Posting a picture of the T-shirt on social media
c. Reselling the T-shirt to a friend
d. Throwing the T-shirt away
e. All of the above are post-purchase behaviors

28. Micayla just purchased a new model of Toyota SUV from a dealership. Which of the following is NOT a good post-purchase strategy that the dealership should take?

a. Send her a satisfaction survey
b. Offer her coupons for car services
c. Ignore her question about warranty
d. Send her information about car care
e. Follow up with her in three months

29. A brand community consists of:

a. A group of consumers
b. A group of consumers with a common bond about a brand
c. A group of brands
d. A group of friends on social media
e. A target market

30. Why is understanding consumer behavior a challenge for marketers?

a. The way consumers use their phones keeps changing
b. The way consumers communicate keeps changing
c. Consumers needs keeps changing
d. The friends consumers have keeps changing
e. The brands consumers buy keep changing

TRUE/FALSE QUESTIONS

1. **F** Non-profit organizations do not need to understand consumer behavior because their goal is not profit-driven.

2. **T** Consumer insights not only help businesses but also help policy makers and regulators.

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3. **F** It is a good practice for a business to try to sell its products to virtually everyone.

4. **T** A consumer can be a business or a company.

5. **T** Social media influencers are a type of external factors that have an effect on consumer decision-making

6. **T** Internal factors that are intrinsic to the consumers are normally unobservable.

7. **F** The process by which buyers and sellers negotiate over something of value is called transaction.

8. **T** Marketers can influence and shape consumer needs but cannot create needs.

9. **F** The ways consumers communicate with others and shop to fulfill their needs tend to be consistent over time.

10. **T** The way consumers fulfill their needs change all the time.

11. **F** Marketers create needs by asking consumers questions such as “do you need a car?”

12. **T** Consumer wants tend to vary based on different cultures and consumer personalities.

13. **F** Demand is an economic principle that cannot be influenced or forecasted by marketers.

14. **F** The exchange process is almost always initiated by the buyer.

15. **F** An exchange requires the product or service to have the same value for the parties involved.

16. **F** You inquired about the price of an appliance but walked away because it was too expensive. This means the exchange process did not take place.

17. **T** The most “painful” way to pay is by using cash.

18. **F** A marketer’s relationship with a consumer ends at the completion of a transaction.

19. **T** A brand community consists of a group of consumers who share a common bond about a brand.

20. **T** Consumer behavior is dynamic and constantly changing.

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