Consumer Behavior Buying Having and Being 12th edition Solomon Test Bank

SKU: 9780134129938-TEST-BANK

Consumer Behavior, 12e **(Solomon)**
Chapter 2 Consumer and Social Well-Being

1) Which act makes it illegal for American executives to bribe foreigners to gain business?
A) Lanham Act
B) Foreign Corruption Practices Act
C) Patriot Act
D) Robinson-Patman Act
Answer: B
Diff: 1
Objective: 2.1: Ethical business is good business.

2) Rules of conduct that guide actions in the marketplace are called _____.
A) social obligation
B) social responsibility
C) business ethics
D) social awareness
Answer: C
Diff: 1
Objective: 2.1: Ethical business is good business.
AACSB: Ethical understanding and reasoning

3) The importance people attach to worldly possessions is called _____.
A) ego products
B) materialism
C) needs
D) wants
Answer: B
Diff: 1
Objective: 2.1: Ethical business is good business.

4) Though the Organization for Economic Cooperation and Development (OECD) outlaws bribery in business practices, it is still common in _____.
A) Japan
B) Mexico
C) Germany
D) All of the above
Answer: D
Diff: 1
Objective: 2.1: Ethical business is good business.
AACSB: Ethical understanding and reasoning

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5) The process of curation refers to what product(s)?
A) Art
B) Travel
C) Food
D) All of the above
Answer: D
Diff: 2
Objective: 2.1: Ethical business is good business.

6) Which of the following values is most associated with materialists?
A) Honesty
B) Status
C) Loyalty
D) Frugality
Answer: B
Diff: 1
Objective: 2.1: Ethical business is good business.

7) Neiman Marcus and Whole Foods are examples of _____.
A) materialism
B) provenance
C) ego directed products
D) none of the above
Answer: D
Diff: 3
Objective: 2.1: Ethical business is good business.
AACSB: Application of knowledge

8) Business ethics are rules of conduct published by the Better Business Bureau that guide actions in the marketplace.
Answer: FALSE
Diff: 2
Objective: 2.1: Ethical business is good business.

9) Materialism refers to the importance people attach to the fabric used in their clothing.
Answer: FALSE
Diff: 1
Objective: 2.1: Ethical business is good business.
AACSB: Ethical understanding and reasoning

10) Materialistic values tend to focus on the individual rather than a group or family.
Answer: TRUE
Diff: 1
Objective: 2.1: Ethical business is good business.
AACSB: Ethical understanding and reasoning

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11) Discuss how materialism has changed in meaning.
Answer: New materialism is thought to be less about status and more about an appreciation for design and quality. Old materialism was about flaunting affluence while new materialists may hide it. Old materialists preferred designer labels while the new materialists value unknown producers.
Diff: 1
Objective: 2.1: Ethical business is good business.
AACSB: Application of knowledge

12) If you are unhappy with a product or service, what are your three possible courses of action?
Answer: You may use a voice response, private response, or third-party response. The voice response is the best for the marketer because it enables a correction to the problem.
Diff: 1
Objective: 2.1: Ethical business is good business.
AACSB: Application of knowledge

13) Explain the three key legislative acts affecting consumers.
Answer: These acts are located in Table 2.2
Diff: 2
Objective: 2.1: Ethical business is good business.

14) Explain why advertising is necessary.
Answer: Advertising helps to communicate products' availability and usefulness.
Diff: 3
Objective: 2.1: Ethical business is good business.

15) When consumers are unhappy with a product, they boycott the product and/or store and express dissatisfaction to friends. This is called _____ response.
A) private
B) third-party
C) voice
D) public
Answer: A
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

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16) When consumers are unhappy with a product, they may file a complaint in the form of legal action, Better Business Bureau complaint, or publishing a negative review. This is called a _____ response.
A) private
B) third-party
C) voice
D) complaint
Answer: B
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

17) So called "gripe sites" exist for consumers to publish _____ responses against products or stores with which they are dissatisfied.
A) private
B) third-party
C) voice
D) complaint
Answer: B
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Information technology

18) Which of the following is a benefit organizations receive when customers complain?
A) Opportunity to correct the situation
B) Word-of-mouth about the product
C) Differential advantage
D) Market regulation
Answer: A
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Application of knowledge

19) In Japanese, the word "gemba" means _____.
A) a possible interpretation of the truth
B) the one true source of information
C) the news
D) falsehoods
Answer: B
Diff: 2
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

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20) A small group of consumers that come into a facility to try new products while being observed is called _____.
A) target market
B) heavy user
C) focus group
D) interested consumers
Answer: C
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

21) Bayer HealthCare Pharmaceuticals established a new campaign for Yaz birth control to ensure consumers understand that Yaz does not treat PMS, a claim which had been made in early Yaz advertisements. Bayer is using _____.
A) cooperative advertisement
B) subliminal advertisement
C) corrective advertisement
D) reminder advertisement
Answer: C
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Analytical thinking

22) Which of the following is NOT one of the consumer rights established in President John F. Kennedy's Declaration of Consumer Rights?
A) Right to safety
B) Right to be informed
C) Right to choice
D) Right to desire more
Answer: D
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

23) Ralph Nader's book, *Unsafe at Any Speed*, was published in part to enforce the consumer's right to _____.
A) safety
B) complain
C) choose
D) redress
Answer: A
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

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24) The Federal Cigarette Labeling and Advertising Act _____.
A) bans cigarette smoking in public places
B) requires cigarette manufacturers to list ingredients
C) bans cigarette smoking in restaurants
D) requires cigarette packages to carry warning labels
Answer: D
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

25) Which term refers to marketing techniques that are used to encourage positive behaviors such as literacy or discourage negative behaviors like drunk driving?
A) Social media marketing
B) Social marketing
C) Public service marketing
D) Services marketing
Answer: B
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Ethical understanding and reasoning

26) Advertisements reminding people to stay focused while driving and to avoid texting while driving are examples of _____.
A) social media marketing
B) social marketing
C) public service marketing
D) services marketing
Answer: B
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Ethical understanding and reasoning

27) The shoe company TOMS gives a pair of shoes to a needy child for every pair that it sells. This is an example of a company which has integrated _____ into its business model.
A) correction marketing
B) environmental marketing
C) corporate social responsibility
D) ethical marketing requirements
Answer: C
Diff: 2
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Analytical thinking

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28) When Yaz was required to do corrective advertising, what did this mean?
A) They had to discontinue their ad.
B) They had to inform consumers that their previous message was wrong or misleading.
C) They could no longer advertise.
D) None of the above.
Answer: B
Diff: 3
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

29) A strategy that aligns a company brand with a cause to generate business and societal benefits is called _____.
A) ethic marketing
B) social marketing
C) response marketing
D) cause marketing
Answer: D
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

30) Clothing, food, and travel can be considered part of the curation process.
Answer: FALSE
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

31) The Federal Trade Commission (FTC) regulates telephone, radio, and TV.
Answer: FALSE
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

32) The Food and Drug Administration (FDA) policies advertising claims related to the contents of edible products and pharmaceuticals.
Answer: TRUE
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

33) Culture jamming is the term used to explain the plethora of culturally-relevant content posted to social media sites.
Answer: FALSE
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Information technology

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34) Participatory action research is also called transactional consumer research.
Answer: FALSE
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.

35) Cause marketing is the same as social marketing.
Answer: FALSE
Diff: 2
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Ethical understanding and reasoning

36) Consumer research shows that all things being equal, people are likely to choose a brand that gives back to the community over one that does not.
Answer: TRUE
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Application of knowledge

37) Explain the Declaration of Consumer Rights and why it is still relevant to consumers today.
Answer: The rights are the right to safety, the right to be informed, the right to redress, and the right to choice. These are still relevant today because consumers continue to need protection from unsafe products, information to make good decisions, solutions when things are not as guaranteed, and options for meeting their own consumer needs.
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Reflective thinking

38) Explain the role social marketing plays in public policy.
Answer: Social marketing means to use marketing strategies to encourage positive behaviors like increased literacy or discourage negative behaviors like drunk driving. Public policies are most likely to be successful when they are implemented with these techniques.
Diff: 2
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Application of knowledge

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39) What is the distinction between cause marketing and social marketing?
Answer: Social marketing is the use of marketing techniques to change some public behavior. Cause marketing is the aligning of a brand with a cause in order to generate consumer support in the brand. Both seek to do good but social marketing benefits the general public while cause marketing primarily benefits the brand.
Diff: 2
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Application of knowledge

40) Explain the fair packaging and labeling act of 1966.
Answer: The fair packaging and labeling act regulates packaging and labeling of consumer products.
Diff: 1
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Application of knowledge

41) Describe the duties of the Federal Trade Commission (FTC).
Answer: The Federal Trade Commission enforces laws against deceptive advertising product labeling.
Diff: 2
Objective: 2.2: Marketers have an obligation to provide safe and functional products as part of their business activities.
AACSB: Application of knowledge

42) According to the Federal Trade Commission, the most common consumer complaint, accounting for nearly 20% of all problems reported, is _____.
A) deceptive advertising
B) poor product quality
C) identity theft
D) lack of data privacy
Answer: C
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

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43) Scams where people receive fraudulent emails that ask them to supply account information are called _____.
A) spam
B) phishing
C) junk mail
D) fraud
Answer: B
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Information technology

44) The ability to find and purchase goods is called _____.
A) market access
B) retailing
C) market penetration
D) social marketing
Answer: A
Diff: 3
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Analytical thinking

45) Market access can be limited due to _____.
A) disabilities
B) media literacy
C) food desert
D) all of the above
Answer: D
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

46) The ability for a consumer to assess, analyze, evaluate, and communicate information in a variety of forms including print and non-print messages is known as _____.
A) analytical literacy
B) functional literacy
C) media literacy
D) consumer literacy
Answer: C
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

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47) Jan's Tees creates t-shirts from natural materials that are fully reusable and recyclable so that the firm uses zero resources to manufacture the shirts. This is known as _____.
A) triple bottom-line
B) social
C) cradle to cradle
D) literate
Answer: C
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Analytical thinking

48) Which of the following qualities is a requirement for products to qualify for a listing on Amazon's Vine Web site?
A) Green
B) Blue
C) Pink
D) White
Answer: A
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

49) When companies make false claims about how environmentally friendly their products are, _____ has occurred.
A) phishing
B) greenwashing
C) eco-lying
D) deceptive advertising
Answer: B
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Ethical understanding and reasoning

50) Which of the follow issues is related to consumer behavior?
A) Consumerism
B) Literacy
C) Product disposal
D) All of the above are related.
Answer: D
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

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51) Why do all consumers sometimes replace a product that still functions?
A) Desire for new features
B) Change in the environment
C) Change in the person's role
D) All of the above
Answer: D
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

52) Which of the following is the best predictor of whether people will recycle?
A) Education
B) Gender
C) Perceived effort required
D) Income
Answer: C
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

53) Sally believes in protecting the environment and likes the concept of recycling. However, in her area, it requires a lot of effort for her to recycle. For her to recycle, she has to sort her items and haul them herself to the recycling center in her town, requiring a high level of effort. Given this level of effort, how likely is it that Sally will recycle?
A) Extremely likely
B) Somewhat likely
C) Somewhat unlikely
D) Level of effort required cannot predict behavior.
Answer: C
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Analytical thinking

54) During _____, one consumer exchanges something she owns with someone else for something the other person owns.
A) freegan sharing
B) divestment
C) disposal casting
D) lateral cycling
Answer: D
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

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55) The saying "one man's trash is another man's treasure" is the philosophy behind _____.
A) recycling
B) lateral cycling
C) green marketing
D) sharing
Answer: B
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Reflective thinking

56) The underground economy refers to used product sellers who sell in secondary markets. It is thought to make up _____ of the US gross national product.
A) less than 1%
B) 3-30%
C) 31-50%
D) more than 50%
Answer: B
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

57) Surveys show that the percentage of consumers who are willing to pay more for green products has dropped since 2008.
Answer: TRUE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

58) Identify theft occurs when someone steals your personal information without your permission.
Answer: TRUE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Information technology

59) Malware is an example of malicious software.
Answer: TRUE
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Information technology

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60) Locational privacy is an issue now that GPS-enabled mobile devices are ubiquitous.
Answer: TRUE
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

61) Sustainability and green marketing are the same thing.
Answer: FALSE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Ethical understanding and reasoning

62) The triple bottom-line orientation recognizes that businesses should strive to cut costs as well as raise revenue.
Answer: FALSE
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

63) The concept of "cradle to cradle" means that we should market consumers from the time they are born until the time they give birth.
Answer: FALSE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

64) Green marketing refers to the strategy of promoting how environmentally friendly a product is.
Answer: TRUE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

65) There is an increasing demand for green products.
Answer: FALSE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

66) How consumers dispose of products can apply to the disposal of ideas just as it does to products.
Answer: TRUE
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Written and oral communication

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67) Consumers may have abandoned products in their homes because they bought for a specific purpose but then changed plans.
Answer: TRUE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

68) Lateral cycling means reducing how much one product uses so there is less waste.
Answer: FALSE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

69) Consumer addiction can occur with any product category, even lip balm.
Answer: TRUE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

70) The social bottom line provides financial benefits directly to stockholders.
Answer: FALSE
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

71) Greenwashing occurs when companies make false or exaggerated claims on how environmentally friendly their product is.
Answer: TRUE
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

72) Discuss an implication that relates to the lack of locational privacy consumers have in today's wired and mobile world.
Answer: Answers will vary. An example is the threat that is possible when others can see one's location in real-time such as on Four-Square.
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.

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73) Why are disabilities among consumers an issue of concern for marketers?
Answer: Disabilities may be an issue of concern because they may limit market access among these consumers. Market access refers to their ability to find and purchase goods and services.
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

74) Explain the meaning of triple bottom-line orientation.
Answer: The triple bottom-line orientation points out that businesses can maximize return using financial profits, social contributions to communities, and environmentally-sound decisions.
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

75) Explain the term "real-time bidding."
Answer: Real-time bidding is an electronic trading system that sells ad space on the Web pages people click on at the very moment they visit them.
Diff: 3
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

76) Explain the "functionally illiterate."
Answer: Functionally illiterate describes a person whose reading skills are not adequate to carry out everyday tasks.
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

77) Explain greenwashing and why businesses would participate in greenwashing.
Answer: Greenwashing is marketing with a green message that is not actually legitimate. Businesses may participate in greenwashing because consumers tend to respond positively to green companies. However, there is a downside in that as consumers learn that a business is not actually green, but has lied to get their business, they may communicate negative word-of-mouth and choose other suppliers.
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Reflective thinking

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78) Why would Amazon.com create a separate e-commerce site for green products?
Answer: Amazon.com created Vine to sell green products. If a product qualifies for listing, the consumer is provided an added assurance that the product truly is green and that greenwashing has not occurred.
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Reflective thinking

79) Provide an example of the underground economy and its drivers.
Answer: The underground economy refers to marketing exchanges that take place consumer-to-consumer rather than business-to-consumer. A flea market and yard sales are examples. They take place due to lateral cycling, in which we seek products from other consumers (used) rather than new products.
Diff: 2
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

80) Explain the threat of consumer terrorism.
Answer: Consumer terrorism refers to the opportunity for terrorists to use consumer situations to create terror. Two forms are bioterrorism and cyberterrorism.
Diff: 1
Objective: 2.3: Consumer behavior impacts directly on major public policy issues that confront society.
AACSB: Application of knowledge

81) A strategy that involves the development and promotion of environmentally friendly products is called _____.
A) sustained marketing
B) environmental marketing
C) green marketing
D) tree marketing
Answer: C
Diff: 3
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

82) A physiological or psychological dependency on a product or service is called a _____.
A) want
B) consumer addiction
C) need
D) specialty product
Answer: B
Diff: 3
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.
AACSB: Application of knowledge

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83) Anna is being called "names" online. This is an example of _____.
A) cyber harassment
B) cyberbullying
C) cyber name calling
D) none of the above
Answer: B
Diff: 3
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

84) _____ is a physiological or psychological dependency on product services.
A) Consumer terrorism
B) Consumer addiction
C) Consumerism
D) Materialism
Answer: B
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

85) The term "Crackberry" is used to refer to the _____ die-hard users may feel towards the Blackberry.
A) consumer addiction
B) material need
C) lateral addiction
D) sustainable cause
Answer: A
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

86) David habitually reaches for his cell phone, thinking that it is vibrating, even when it is not. David suffers from _____.
A) cyberbullying
B) consumer addiction
C) phantom vibration syndrome
D) attention deficit disorder
Answer: C
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.
AACSB: Analytical thinking

87) Which of the following is associated with compulsive consumption?
A) Anxiety
B) Happiness
C) Intelligence
D) Income
Answer: A
Diff: 2
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

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88) People who suffer from compulsive consumption are most likely referred to as _____.
A) materialistic
B) bankrupt
C) shopaholics
D) shallow
Answer: C
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

89) Which of the following is NOT an element common to destructive consumer behavior?
A) Strong feelings of regret
B) Feeling like there is no choice
C) Feeling short-lived gratification
D) Feeling in charge of life
Answer: D
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

90) Which of the following people is an example of a consumed consumer?
A) Cyberbully
B) Prostitute
C) Single mother
D) Shopaholic
Answer: B
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.
AACSB: Application of knowledge

91) Cash losses due to shoplifting and employee theft are called _____.
A) accounts receivable
B) unrecoverables
C) shrinkage
D) fraud
Answer: C
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

92) When people deface products, it is an act of _____.
A) counterfeiting
B) anticonsumption
C) addiction
D) materialism
Answer: B
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

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93) Serial wardrobers are people who _____.
A) sell fake versions of real outfits
B) deface clothing and shoes
C) buy an outfit, wear it once, and return it
D) shop obsessively for trendy clothing
Answer: C
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

94) Shopaholics suffer from compulsive consumption.
Answer: TRUE
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.

95) Explain what is meant by compulsive consumption.
Answer: Compulsive consumption refers to repetitive and often excessive shopping performed as antidotes to tension and anxiety.
Diff: 3
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.
AACSB: Application of knowledge

96) Prostitutes and organ, blood, and hair donors are examples of consumed consumers. Explain.
Answer: Consumed consumers are people that are used or exploited, willingly or not, for commercial gain.
Diff: 1
Objective: 2.4: Consumer behavior can be harmful to individuals and to society.
AACSB: Analytical thinking

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