Consumer Behaviour Buying Having and Being (Canadian) 7th edition Solomon Test Bank

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Consumer Behaviour, 7e **(Solomon)**
Chapter 2 Perception

1) The process by which stimuli are selected, organized, and interpreted is called:
A) free response.
B) perception.
C) sensation.
D) stream of consciousness.
Answer: B
Type: MC Page Ref: 33
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

2) Daily we are bombarded by a symphony of colours, sounds, and odours. The immediate response of our receptors to such basic stimuli is called:
A) stream of consciousness.
B) subjectivity.
C) sensation.
D) perception.
Answer: C
Type: MC Page Ref: 33
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

3) According to neuromarketing research, our ultimate preferences for a brand such as Coke over Pepsi are not only shaped by the taste of the product, they are also influenced by:
A) exposure.
B) sensation.
C) consumption.
D) perception.
Answer: D
Type: MC Page Ref: 33
Skill: Application
Objective: L2-01 Understand the difference between sensation and perception.

4) According to the textbook, smart marketers use _____ to create a competitive advantage.
A) advertising
B) our sensory systems
C) expensive promotions
D) added features
Answer: B
Type: MC Page Ref: 35
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

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5) Marketers contribute to a world overflowing with sensations.
Answer: TRUE
Type: TF Page Ref: 33
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

6) List the five sensory systems.
Answer: sight, sound, smell, taste, and touch
Type: ES Page Ref: 35
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

7) Compare and contrast sensation and perception.
Answer: **Sensation** is the immediate response of our sensory receptors (those in our eyes, ears, nose, mouth, and skin) to such basic stimuli as light, colour, and sound. **Perception** is the process by which these sensations are selected, organized, and interpreted. The study of perception focuses on what we add to or take away from these raw sensations as we choose which to notice and then go about assigning meaning to them.
Type: ES Page Ref: 35
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

8) What is sensation? Give an example.
Answer: **Sensation** is the immediate response of our sensory receptors (those in our eyes, ears, nose, mouth, and skin) to such basic stimuli as light, colour, and sound.
One "neuromarketing" study, using brain-scanning (fMRI) technology, found that when no brand name was presented prior to tasting cola beverages (i.e., consumers relied only on sensation), the reward centres of the brain lit up and Coke and Pepsi were equally preferred. But, when explicitly told the brand name before drinking, more consumers preferred Coca-Cola, and an entirely different part of the brain lit up–the medial prefrontal cortex. This is the area of the brain responsible for thinking and judging. Learned meanings about the brand influenced consumers' ultimate perceptions of Coca-Cola.

Thus, based on sensation alone, consumers might equally prefer Pepsi and Coke. However, our ultimate preferences are also shaped by our perceptions–the way in which we organize, interpret, and form associations about the brand.
Type: ES Page Ref: 33-34
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

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9) What is the difference between sensation and perception? Give an example of each. Which of these two constructs is most relevant to marketers and why?
Answer: **Sensation** is the immediate response of our sensory receptors (those in our eyes, ears, nose, mouth, and skin) to such basic stimuli as light, colour, and sound. **Perception** is the process by which these sensations are selected, organized, and interpreted. The study of perception focuses on what we add to or take away from these raw sensations as we choose which to notice and then go about assigning meaning to them.

Most marketers would agree that, oftentimes, perception can be more influential than sensation in determining consumer preferences.

Students can draw their own example from the book.
Type: ES Page Ref: 33-34
Skill: Concept
Objective: L2-01 Understand the difference between sensation and perception.

10) Vasi, a product manager at Kraft Foods, is reading a focus group report on tests regarding new ads for Kraft Peanut Butter. He has found that the messages consumers received are different from what Kraft intended. This is most likely due to:
A) exposure.
B) perception.
C) consumption.
D) hedonism.
Answer: B
Type: MC Page Ref: 34
Skill: Application
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

11) "Sensory inputs" is another term for:
A) the perceptual process.
B) psychological factors.
C) jingles.
D) external stimuli.
Answer: D
Type: MC Page Ref: 34
Skill: Concept
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

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12) When marketers pay extra attention to the impact of sensation on consumer product experiences, this is called:
A) experiential purchasing.
B) relationship marketing.
C) product positioning.
D) sensory marketing.
Answer: D
Type: MC Page Ref: 35
Skill: Concept
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

13) Upon entering the lobby, guests at Omni Hotels are greeted with the scent of lemongrass and green tea and view elaborate floral displays. In their rooms they will find eucalyptus bath salts and Sensation Bars—mini-bars stocked with items such as mojito-flavoured jelly beans and miniature Zen gardens. This is an example of:
A) experiential purchasing.
B) relationship marketing.
C) product positioning.
D) sensory marketing.
Answer: D
Type: MC Page Ref: 35
Skill: Application
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

14) In the perceptual process, smells are classified as a sensory receptor.
Answer: FALSE
Type: TF Page Ref: 34
Skill: Application
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

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15) What is perception? Give an example.
Answer: **Perception** is the process by which sensations are selected, organized, and interpreted. The study of perception focuses on what we add to or take away from raw sensations as we choose which to notice and then go about assigning meaning to them.

One "neuromarketing" study, using brain-scanning (fMRI) technology, found that when no brand name was presented prior to tasting cola beverages (i.e., consumers relied only on sensation), the reward centres of the brain lit up and Coke and Pepsi were equally preferred. But, when explicitly told the brand name before drinking, more consumers preferred Coca-Cola, and an entirely different part of the brain lit up–the medial prefrontal cortex. This is the area of the brain responsible for thinking and judging. Learned meanings about the brand influenced consumers' ultimate perceptions of Coca-Cola.

Thus, based on sensation alone, consumers might equally prefer Pepsi and Coke. However, our ultimate preferences are also shaped by our perceptions–the way in which we organize, interpret, and form associations about the brand.
Type: ES Page Ref: 33-34
Skill: Concept
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

16) Outline and explain the elements of the perceptual process that would allow a shopper to recognize and select a bottle of ketchup in a supermarket.
Answer: A good answer will draw from all elements of the perceptual process. It could distinguish between sensation and perception, but should highlight how exposure, attention, and interpretation all impact the consumer's ultimate choice.
Type: ES Page Ref: 34
Skill: Application
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

17) You are talking to a co-worker and he says, "perception is reality." What does he mean by this? Do you agree or disagree? Use an example.
Answer: This is a subjective question, which can highlight students' ability to think through issues related to perception and sensation. A good answer will point out that even though sensations are based on incoming data from the world to our senses, what is more important is how we take in this information, organize it, and interpret it (perception).
Students can draw on any example they wish, such as the Coca-Cola example in the textbook.
Type: ES Page Ref: 33-34
Skill: Application
Objective: L2-02 Understand that perception is a three-stage process that translates raw stimuli into meaning.

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18) When it comes to the influence of "colour," which of the following statements is correct?
A) Blue is the most popular colour in North America.
B) Black worldwide is a colour that triggers images of death.
C) Women are more likely to be colour-blind, which is why they prefer bright colours.
D) As we get older, our vision takes on a yellow cast.
Answer: D
Type: MC Page Ref: 36-37
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

19) A blue chair has the ability to stimulate which feeling?
A) trust
B) hunger
C) envy
D) arousal
Answer: A
Type: MC Page Ref: 38
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

20) Rameed had an important meeting in New York to negotiate a big order for his company. He chose to wear his black suit because he knew black represented:
A) excitement.
B) good luck.
C) intelligence.
D) power.
Answer: D
Type: MC Page Ref: 38
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

21) In a department store, Katrina noticed that colours in the women's clothing area were brighter than in the men's clothing area. This would be attributed to:
A) biological differences.
B) hedonistic consumption.
C) demographic deviation.
D) sensory adaptation.
Answer: A
Type: MC Page Ref: 37
Skill: Application
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22) The colour _____ has been shown to grab window shoppers' attention.
A) yellow
B) blue
C) purple
D) red
Answer: A
Type: MC Page Ref: 38
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

23) Some colour combinations for packages become so well known that marketers have successfully sought legal protection for their right to exclusive use, e.g., Eastman Kodak for its yellow, black, and red film packages. This colour combination becomes known as the company's:
A) patent.
B) copyright.
C) colour code.
D) trade dress.
Answer: D
Type: MC Page Ref: 37
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

24) The Bank of Montreal's specific wavelength of blue is so well recognized that consumers can recognize the brand just by the colour alone. When a colour combination becomes this strongly associated with the brand, this is called:
A) patent.
B) copyright.
C) colour code.
D) trade dress.
Answer: D
Type: MC Page Ref: 37
Skill: Concept
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25) Research on visual cues and consumption suggests that:
A) consumers will eat less popcorn from larger containers.
B) consumers will judge a taller glass as holding more fluid than a wider glass.
C) consumers eat less when food is served in multiple smaller serving size packages.
D) consumers will eat fewer M&Ms when they are given a greater variety of colours.
Answer: B
Type: MC Page Ref: 38
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

26) Consumers are more likely to recognize brand names that:
A) end with a hard consonant.
B) begin with a hard consonant.
C) are melodic.
D) sound like their name.
Answer: B
Type: MC Page Ref: 41
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

27) One effect of the sense of smell is that:
A) pleasant scents lead consumers to be more forgetful.
B) women evaluate men who are wearing scented deodorant more negatively.
C) the scent of honey increased sales in a men's clothing store.
D) there are no cross-cultural differences in consumer reactions to scents.
Answer: C
Type: MC Page Ref: 40
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

28) Which company got creative by releasing the scent of chocolate chip cookies in tandem with their ads on bus shelters?
A) Got Milk?
B) Oreo
C) Cadbury
D) Nabisco
Answer: A
Type: MC Page Ref: 40
Skill: Concept
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29) It has been suggested that _____ can influence moods and consumer cognitions.
A) mood lighting
B) ambient scent
C) subliminal advertising
D) package size
Answer: B
Type: MC Page Ref: 39
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

30) _____ occurs when consumers ascribe more value to something simple because they own it.
A) Sensory marketing
B) Neuromarketing
C) Psychophysics
D) The endowment effect
Answer: D
Type: MC Page Ref: 41
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

31) Mary does not like to buy things online. Which of the following is a good explanation for this?
A) Mary has a poor differential threshold.
B) Mary has a weak absolute threshold.
C) Mary has a high need for touch.
D) Mary has a utilitarian view of the world.
Answer: C
Type: MC Page Ref: 41
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

32) The Coca-Cola bottle was designed specifically to appeal to consumers' sense of:
A) taste.
B) smell.
C) sight.
D) touch.
Answer: D
Type: MC Page Ref: 43
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

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33) The Japanese are tuned to using sensory mechanisms and stimulations in the construction of their cars. The Japanese usage of what they call Kansei engineering is associated with which of the following sensory elements?
A) smell
B) sight
C) touch
D) sound
Answer: C
Type: MC Page Ref: 42
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

34) Victor, the president of a company that specializes in women's fragrances, ensures that each of the bottles looks appealing, is nice to touch, and (of course) has an appealing smell. This way, each consumer will have a positive experience with the company's products. Victor is engaging in:
A) sensory marketing.
B) sensation marketing.
C) atmospheric marketing.
D) appeal marketing.
Answer: A
Type: MC Page Ref: 35
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

35) Fragrance cues are processed in the part of the brain called the:
A) frontal lobe.
B) brain stem.
C) hypothalamus.
D) limbic system.
Answer: D
Type: MC Page Ref: 39
Skill: Concept
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36) Marketers rely heavily on visual elements in:
A) branding, packaging, and advertising.
B) colour, shape, and size.
C) advertising, store design, and packaging.
D) features, packaging, and branding.
Answer: C
Type: MC Page Ref: 35
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

37) Cross-cultural research indicates a consistent preference for blue as consumers' favourite colour.
Answer: TRUE
Type: TF Page Ref: 36
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

38) The colour of mourning is consistently black across all cultures.
Answer: FALSE
Type: TF Page Ref: 36
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

39) Mia used yellow, green, and orange for her web page. This was likely because she knew these hues captured attention.
Answer: TRUE
Type: TF Page Ref: 37
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

40) Some colour combinations come to be associated so strongly with the corporation they become known as the company's trade dress.
Answer: TRUE
Type: TF Page Ref: 37
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

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41) The particular colour combination that companies use for their packaging and other marketing communications is referred to as their colour code.
Answer: FALSE
Type: TF Page Ref: 37
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

42) There is evidence to indicate that differences exist between genders in regards to the sense of smell.
Answer: TRUE
Type: TF Page Ref: 39
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

43) Regardless of one's nationality, there is no difference in consumers' reactions to colour.
Answer: FALSE
Type: TF Page Ref: 36
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

44) Amy is not a fan of online shopping because she puts a lot of emphasis on her haptic senses. In other words, she really needs to see a product in front of her before purchasing it.
Answer: FALSE
Type: TF Page Ref: 41
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

45) How can colour influence consumer perceptions?
Answer: Different examples can be pulled from the text. For example:
Colours are rich in symbolic value and cultural meanings. For example, red represents good luck to the Chinese and is often the main colour in their celebrations. Such powerful cultural meanings make colour a central aspect of many marketing strategies. Some reactions to colour come from learned associations–in Western countries black is the colour of mourning, while in some Eastern countries, notably Japan, white plays this role. In addition, the colour black is associated with power and may even have an impact on people who wear it. Teams in the National Hockey League who wear black uniforms are among the most aggressive; they consistently rank near the top of the league in penalties during the season.
Type: ES Page Ref: 36-38
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

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46) What is trade dress? Give an example.
Answer: Trade dress means that some colour combinations can come to be strongly associated with a corporation. The company may even be granted exclusive use of these colours.

Examples may vary. For example, Tiffany and Co. is associated with a distinct shade of blue, which is trademarked by the company.
Type: ES Page Ref: 37
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

47) Give an example of how visual cues can influence our consumption of food.
Answer: There are many examples to draw on in the text. Examples may vary.
For example:
When pouring or eating foods from larger boxes, the size of the box implicitly suggests that it's appropriate or "acceptable" to eat more–and we do! One study gave a number of moviegoers free medium-size or large-size popcorn buckets and revealed that those eating out of the large-size buckets ate 45 percent more popcorn.
Type: ES Page Ref: 38-39
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

48) Give examples of three factors related to the visual system that marketers can manipulate in ways that make people eat and drink lower or higher quantities.
Answer: There are many examples to draw on in the text. Examples may vary.
For example:
1) Size of a container of popcorn–bigger containers make consumers eat more.
2) Shape of a glass of liquid–people pour more into shorter, wider glasses.
3) Assortments–College students who are given bowls of M&Ms that have ten colours of M&Ms will eat 26 percent more than those given the same size bowls with seven colours.
Type: ES Page Ref: 38-39
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

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49) Give an example of how sense of smell differs for men and women.
Answer: Examples may vary.
For example:
One study found that the scent of fresh cinnamon buns induced sexual arousal in a sample of male students! In another study, women sniffed T-shirts that men had worn for two days and reported which ones they preferred. The women were most attracted to the odour of men who were genetically similar to themselves, though not *too* similar. The researchers claimed the findings were evidence that we are "wired" to select compatible mates, but not those so similar as to cause inbreeding problems.
Type: ES Page Ref: 39
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

50) Give an example of how sense of sound can impact our behaviours.
Answer: Different examples can be taken from the text. Examples may vary.
For example:
Muzak Holdings estimates that its recordings are heard by 80 million people every day. This so-called "functional music" is played in stores, shopping malls, and offices to either relax or stimulate consumers. Research shows that workers tend to slow down during midmorning and midafternoon, so Muzak uses a system it calls "stimulus progression," in which the tempo of its music increases during those slack times. Muzak has been linked to reductions in absenteeism among factory workers. Even the milk output of cows and the egg output of chickens are claimed to increase under its influence.
Type: ES Page Ref: 40-41
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

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51) Give three examples of how sense of touch can impact consumers.
Answer: Different examples can be taken from the text. Examples may vary.
For example:
Touch has even been shown to be a factor in sales interactions. In one study, diners who were touched by waiters gave bigger tips, and food demonstrators in a supermarket who lightly touched customers had better luck in getting shoppers to try a new snack product and to redeem coupons for the brand.

Another study found that participants who simply touched an item (an inexpensive coffee mug) for 30 seconds or less created a greater level of attachment to the product that boosted what they were willing to pay for it.

The classic contoured Coca-Cola bottle also attests to the power of touch. The bottle was designed approximately 90 years ago to satisfy the request of a U.S. bottler for a soft-drink container that people could identify even in the dark.
Type: ES Page Ref: 41-42
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

52) Why is the choice of which colour(s) to use such a sensitive one for marketers? Give an example. Why is this important in regards to demographic characteristics?
Answer: Colour has the ability to influence consumers' perceptions. Students can draw on multiple examples from the textbook. In addition, there are different examples of demographic differences in perceptions of colour.

For example: Women tend to be drawn to brighter tones and are more sensitive to subtle shadings and patterns because women see colour better than men do; men are 16 times more likely to be colour-blind than women. Age also influences our response to colour. As we get older our eyes mature and our vision takes on a yellow cast. Colours look duller to older people, so they prefer white and choose a white car; Lexus, which sells heavily in this market, makes 60 percent of its vehicles in white.
Type: ES Page Ref: 36-38
Skill: Concept
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

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53) Mary is shopping for some new clothes. Explain how her haptic senses would help her.
Answer: Students should identify that the word haptic refers to the sense of touch. They can come up with their own example in explaining how sense of touch would help.

For example, common observation tells us that tactile stimulation is an important sensory channel. Moods are relaxed or stimulated on the basis of sensations of the skin, whether from a luxurious massage or the bite of a winter wind. Touch has even been shown to be a factor in sales interactions. In one study, diners who were touched by waiters gave bigger tips, and food demonstrators in a supermarket who lightly touched customers had better luck in getting shoppers to try a new snack product and to redeem coupons for the brand. Another study found that participants who simply touched an item (an inexpensive coffee mug) for 30 seconds or less created a greater level of attachment to the product that boosted what they were willing to pay for it.

Haptic (touch) senses appear to moderate the relationship between product experience and judgment confidence, confirming the common-sense notion that we're more sure about what we perceive when we can touch it. (Of course, this is a major problem for those who sell products online.) These researchers found that individuals who scored high on a "Need for Touch" (NFT) scale were especially influenced by this dimension.
Type: ES Page Ref: 41-42
Skill: Application
Objective: L2-03 Understand that marketers can appeal to each of the sensory systems in a variety of ways.

54) _____ is the science that focuses on how the physical environment is integrated into the consumer's subjective experience.
A) Absolute theory
B) Differential theory
C) Psychophysics
D) Psychotherapeutics
Answer: C
Type: MC Page Ref: 44
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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55) One of the principles of psychophysics is that changes in the physical environment are not always matched by equal changes perceptually. If Madison Wilson were changing an old drink by making it sweeter, what would psychophysics tell her?
A) She could make the drink twice as sweet by adding twice the amount of sugar.
B) She would need to research how the perception of "sweetness" changed by the amount of sugar added.
C) She would need to create promotions to tell customers how "sweet" the new drink is.
D) She would need to understand how people interpret the word "sweet."
Answer: B
Type: MC Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

56) Erica drives by a compelling billboard while driving on the 401 highway in Ontario. As she goes by, she finds that the print is too small to read. This demonstrates the principle of:
A) differentiated advertising.
B) sensory adaptation.
C) absolute threshold.
D) visual orientation.
Answer: C
Type: MC Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

57) Ben Perez is driving along a mountain road. In the distance, he sees a road crew working on a fallen tree that has blocked the highway. When Ben first sees the road crew, which of the following perceptual processes has been engaged?
A) attention
B) comprehension
C) exposure
D) interpretation
Answer: C
Type: MC Page Ref: 44
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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58) A billboard is positioned correctly beside a busy highway. However, the merchant who purchased the billboard is complaining that no response is being generated by his advertising message. Upon closer inspection, the billboard company determines that the typeface used is too small to be effectively read by a motorist going 100+ km/h on the highway. Which of the following sensory thresholds would be most appropriate to explain the failure of this advertisement to connect with motorists?
A) the differential threshold
B) the absolute threshold
C) the intensity threshold
D) the relative threshold
Answer: B
Type: MC Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

59) The ability of a sensory system to detect changes or differences between two stimuli refers to the:
A) minimum threshold.
B) maximum threshold.
C) absolute threshold.
D) differential threshold.
Answer: D
Type: MC Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

60) Jason and Mark were talking in class, but so was everyone else. As they continued to discuss their day's adventures, it suddenly became clear to them that the teacher was staring at them. They hadn't realized that the class had been called to order and what was once only one conversation among many was now disruptive. Jason apologized quickly and the teacher resumed her normal activities. This situation illustrates what important aspect of perception?
A) A person's ability to detect a difference between two stimuli is absolute.
B) A person's ability to detect a difference between two stimuli is relative.
C) Men's perceptual filters are underdeveloped compared to those of women.
D) Adaptation is a common problem among younger people.
Answer: B
Type: MC Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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61) When marketers update their package designs or logos, they do it in small increments of change so the change will not affect consumers' familiarity with the product. This is the principle behind:
A) JIT.
B) JND.
C) PERT.
D) 4 Ps.
Answer: B
Type: MC Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

62) The main point of _____ is that the ratios, not the absolute differences, are important in describing the least perceptible differences in sensory discrimination.
A) Veber's law
B) Weber's law
C) rule of ratios
D) psychophysics
Answer: B
Type: MC Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

63) In the nineteenth century, a psychophysicist named Ernst Weber found that:
A) the amount of change that is necessary for a stimulus to be noticed is systematically related to the intensity of the original stimulus itself.
B) for each stimulus there is an equal but opposite reaction.
C) the ratio between stimulus and response is a fixed proportion.
D) Solomon's law was valid.
Answer: A
Type: MC Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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64) Antonio owns a small menswear store located in downtown Winnipeg. He decides to have a "$10 Off Sale" on every item in his store. When he totals his sales results for the week, he finds that there was the greatest response to items under $50, and the least response to items over $50. This is a demonstration of:
A) Porter's diamond.
B) Weber's law.
C) Maslow's hierarchy.
D) Pavlovian conditioning.
Answer: B
Type: MC Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

65) The sound emitted by a dog whistle is too high to be detected by human ears. This is an illustration of a stimulation that is beyond our absolute threshold.
Answer: TRUE
Type: TF Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

66) The absolute threshold refers to the minimum amount of stimulation that can be detected on a sensory channel, e.g., the auditory sensory channel.
Answer: TRUE
Type: TF Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

67) Dogs can hear sounds of far higher frequency than humans can. The differential threshold refers to the difference between what two organisms, such as a person and a dog, can detect through the same sensory channel.
Answer: FALSE
Type: TF Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

68) JND is another name for Weber's law.
Answer: FALSE
Type: TF Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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69) Lois was not pleased when she realized that the box of candies did not contain as many candies as it used to. When she compared the package to the previous package she had bought, the changes were hardly discernible. This is an example of the use of Weber's law.
Answer: TRUE
Type: TF Page Ref: 45-46
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

70) What is the difference between exposure and attention?
Answer: **Exposure** is the process by which the consumer comes into contact with the stimulus and has the potential to notice it. **Attention** refers to the extent to which the brain's processing activity is devoted to a particular stimulus.
Type: ES Page Ref: 44 and 47
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

71) What is an absolute threshold? Give an example.
Answer: The **absolute threshold** refers to the minimum amount of stimulation that can be detected on a sensory channel.
Examples may vary. For example:
The sound emitted by a dog whistle is too high to be detected by human ears, so this stimulus is beyond our auditory absolute threshold. The absolute threshold is an important consideration in designing marketing stimuli.

A billboard might have the most entertaining copy ever written, but this genius is wasted if the print is too small for passing motorists to see from the highway.
Type: ES Page Ref: 45
Skill: Concept
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

72) What is a differential threshold? Give an example of why this is relevant to marketers.
Answer: The **differential threshold** refers to the ability of a sensory system to detect changes in a stimulus or differences *between* two stimuli.

Examples may vary. For example:
Sometimes a marketer may want to ensure that a change is noticed, such as when merchandise is offered at a discount. In other situations, the fact that a change has been made is downplayed, as in the case of price increases or when a product's size is decreased.
Type: ES Page Ref: 45
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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73) What is Weber's law? Give an example.
Answer: Weber's law suggests that the amount of change that is necessary to be noticed is systematically related to the original intensity of the stimulus. The stronger the initial stimulus, the greater the change must be for it to be noticed.

Examples may vary. For example:
A rule of thumb used by some retailers is that a markdown should be at least 20 percent to make an impact on shoppers. If so, a pair of socks that retails for $10 should be put on sale for $8 (a $2 discount). However, a sports coat selling for $100 would not benefit from a mere $2 discount; it would have to be marked down to $80 to achieve the same impact.
Type: ES Page Ref: 45-46
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

74) What is Weber's law? What implications does this law have for green marketers wishing to reduce package sizes? How might the marketer deal with this type of an issue?
Answer: Weber's law suggests that the amount of change that is necessary to be noticed is systematically related to the original intensity of the stimulus. The stronger the initial stimulus, the greater the change must be for it to be noticed.

Weber's law, ironically, is a challenge to green marketers who try to reduce the sizes of packages when they produce concentrated (and more earth-friendly) versions of their products. Makers of laundry detergent brands have to convince their customers to pay the same price for about half the detergent. One perceptual trick marketers can use to try to convince consumers of this is the redesign of the bottle cap: Both P&G and Church & Dwight use a cap with a broader base and shorter sides to persuade consumers that they need a smaller amount.
Type: ES Page Ref: 45-46
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

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75) Discuss three distinct ways, providing an example of each, in which Weber's law and the JND can be applied in a retail store setting.
Answer: JND: Just Noticeable Difference The **minimum change** in a stimulus that can be detected by a perceiver; this could also be the minimum detectable difference between 2 stimuli.

Weber's Law The principle that the stronger the initial stimulus, the greater its change must be for it to be noticed (perceptible change is a proportion or a % of the original stimulus).

Students can generate different examples:
1) Product improvements should be above the JND (i.e., adding features/benefits).
2) Comparative advertising should be above the JND.
3) Negative changes (reductions in product size/quantity/quality) should be below JND.
4) Want to change brand image to be more current, but don't want to scare off loyal consumers series of successive changes to the packaging/ image below the JND.
Type: ES Page Ref: 45-46
Skill: Application
Objective: L2-04 Understand how the concept of a sensory threshold is important for marketing communication.

76) When the stimulus presented is below the level of the consumer's conscious awareness, the result that occurs is called:
A) oblivience.
B) stimulus differential.
C) the limen.
D) subliminal perception.
Answer: D
Type: MC Page Ref: 46
Skill: Concept
Objective: L2-05 Understand that subliminal advertising is a controversial–but largely ineffective–way to persuade consumers.

77) In 1957, an experiment in a drive-in movie showed that increases in sales of popcorn and Coca-Cola were measured after subliminal messages encouraging viewers to use those products had been inserted in the movie *Picnic.* These findings:
A) demonstrated that consumers' minds had been "broken into and entered."
B) were false; research executives admitted they had fabricated the findings.
C) subsequently were supported by a number of other research studies.
D) gave the first irrefutable proof of the power of subliminal persuasion on consumer actions.
Answer: B
Type: MC Page Ref: 46
Skill: Concept
Objective: L2-05 Understand that subliminal advertising is a controversial–but largely ineffective–way to persuade consumers.

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78) Maria, a graphic artist with the celebrity magazine *Flameworks*, is using airbrushing to insert tiny figures into an ad they will be placing in *Maclean's* magazine. She is using a technique involving:
A) embeds.
B) visual specialization.
C) adaptation.
D) composition.
Answer: A
Type: MC Page Ref: 46
Skill: Application
Objective: L2-05 Understand that subliminal advertising is a controversial–but largely ineffective–way to persuade consumers.

79) For subliminal perception to occur, the stimulus must be presented below the level of the consumer's awareness.
Answer: TRUE
Type: TF Page Ref: 46
Skill: Concept
Objective: L2-05 Understand that subliminal advertising is a controversial–but largely ineffective–way to persuade consumers.

80) What is subliminal perception? Give a famous example of when this was supposedly demonstrated.
Answer: Subliminal perception is the perception of stimuli below the level of consumer consciousness.
Examples may vary. For example:
In one well-known example, an experiment was performed at a New Jersey drive-in movie theatre in September 1957. During a showing of the movie *Picnic,* a firm called the Subliminal Projection Company inserted messages that said "Drink Coca-Cola" and "Eat Popcorn" for 1/3000 second every five seconds. This rate was too fast for viewers to be aware that they had seen the images. Supposedly, sales of popcorn increased by almost 20 percent and consumption of Coke by almost 60 percent. These claims created an uproar as journalists and social critics expressed fears that social scientists would team up with advertisers to invade privacy and control consumers against their will. As one magazine put it at the time, consumers' minds had been "broken and entered." This experiment was never replicated and the executive responsible for the test later admitted that he had made up the results.
Type: ES Page Ref: 46
Skill: Concept
Objective: L2-05 Understand that subliminal advertising is a controversial–but largely ineffective–way to persuade consumers.

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81) Marisa has just sat through three class lectures at school, and now heads to a fourth, due to start in ten minutes. She found that halfway through her third class, she was having a hard time paying attention. This was most probably due to:
A) sleep deficits.
B) active filtering.
C) attention economy.
D) sensory overload.
Answer: D
Type: MC Page Ref: 47
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

82) In a beer ad on TV showing a couple going off to a country cottage, Melinda only paid attention to the sports car. This tendency is known as:
A) perceptual selectivity.
B) consumer screening.
C) attention focusing adaptation.
D) stimulus de-escalation.
Answer: A
Type: MC Page Ref: 48
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

83) When a local store first changed its window display, Beverly noticed it at once. As she passed it day after day, she no longer paid attention because it had become so familiar. Beverly had:
A) experienced adaptation.
B) formed a stimulus habit.
C) attention dysfunction.
D) stimulus rejection.
Answer: A
Type: MC Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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84) Jill has been buying most of her clothes from a store that perpetually advertises 30% off. She has come to expect it, and no longer pays attention to the discount. This is an example of:
A) accessibility.
B) adaptation.
C) attrition.
D) autoresponse.
Answer: B
Type: MC Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

85) Brian urgently needs a summer job to earn money for his fall tuition. Lately, everywhere he turns he seems to be noticing "help wanted" ads. His increased awareness of ads that relate to his current needs is called:
A) perceptual vigilance.
B) perceptual defence.
C) perceptual actualization.
D) perceptual search.
Answer: A
Type: MC Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

86) Enrique has just purchased a new 4K TV, the best and latest technology available for viewing. A few days later he reads a report saying that a better technology for television is due on the market in six months at half the price.
He thinks this is hogwash, and stops reading the report halfway through. This is an example of:
A) perceptual defence.
B) postpurchase dissatisfaction.
C) customer sensitivity.
D) consumer advocacy.
Answer: A
Type: MC Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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87) The TV advertisement promoting the beach resort placed heavy emphasis on soft sounds and dim colours. The result was viewers quickly lost attention. The factor leading to loss of attention was:
A) intensity.
B) duration.
C) discrimination.
D) exposure.
Answer: A
Type: MC Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

88) During January, Bill, a marketing director for an alcohol company, ran a successful 6×8-inch advertisement in a magazine that featured a man and a woman having a great time at the beach. In February, he placed the same advertisement in the same magazine, but reduced the size of the ad. Sales of his products declined. What mistake did Bill make?
A) He was using novel stimuli in the advertisement, which are eventually ignored after about a month of exposure.
B) He should not have tried to advertise alcohol in February, a month where sales are typically low.
C) He should not have placed an advertisement two months in a row in the same magazine.
D) He forgot that the size of a magazine advertisement is important for commanding attention.
Answer: D
Type: MC Page Ref: 50
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

89) Which of the following may be effective in getting viewers to stop fast-forwarding past television ads recorded on their PVR?
A) use enticing or novel commercials
B) decrease ads' sound level below that of adjacent programs
C) use a preventive or override command in ads
D) keep commercials short, 10 seconds or less, so that they cannot be electronically identified
Answer: A
Type: MC Page Ref: 50
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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90) Perceptual _____ based on consumers' past experiences influence what they decide to process.
A) defences
B) filters
C) adaptation
D) vigilance
Answer: B
Type: MC Page Ref: 49
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

91) Which of the following is NOT a technique that can be used to create contrast?
A) colour
B) position
C) novelty
D) cost
Answer: D
Type: MC Page Ref: 50
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

92) Simple stimuli tend to be habituated to because they do not require attention to detail. This statement pertains to which factor that can lead to adaptation?
A) intensity
B) duration
C) discrimination
D) exposure
Answer: C
Type: MC Page Ref: 49
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

93) Readership ad scores in magazines increase in proportion to the _____ of the ad.
A) size
B) colour
C) novelty
D) cost
Answer: A
Type: MC Page Ref: 50
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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94) _____ refers to the extent to which the brain's processing activity is devoted to a particular stimulus.
A) Attention
B) Exposure
C) Perception
D) Sensation
Answer: A
Type: MC Page Ref: 47
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

95) _____ involves using communications that are unexpected and unconventional in ways that target consumers in unexpected places.
A) Sensory marketing
B) Stealth marketing
C) Guerilla marketing
D) Viral marketing
Answer: C
Type: MC Page Ref: 48
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

96) In an example of _____, Volkswagen set up a series of outdoor marketing experiences where they put the "Fun Theory" to the test. This is basically the notion that if you make it fun, people will do it. In one example, VW installed musical keyboard bars as stairs in a subway station. This is an example of:
A) sensory marketing.
B) stealth marketing.
C) guerilla marketing.
D) viral marketing.
Answer: C
Type: MC Page Ref: 48
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

97) Most stimuli in the environment are noticed and registered by consumers.
Answer: FALSE
Type: TF Page Ref: 34
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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98) Attention is the degree to which consumers focus on the stimuli that are within the range of their exposure.
Answer: TRUE
Type: TF Page Ref: 47
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

99) Now that cable and network stations carry more than 6000 television commercials during a week, consumers may feel overwhelmed by the competition for their attention. Their feeling is called attention dysfunction.
Answer: FALSE
Type: TF Page Ref: 47
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

100) Anne is reading a newspaper during her five o'clock class. Although she would not normally notice an ad about a fast-food restaurant, she pays attention to this one because she is hungry. This tendency for consumers to be more aware of stimuli that relate to their current or immediate needs is known as perceptual vigilance.
Answer: TRUE
Type: TF Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

101) When consumers no longer pay attention to an ad that has become too familiar, the condition is called perceptual apathy.
Answer: FALSE
Type: TF Page Ref: 49-50
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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102) What is sensory overload? Give an example.
Answer: *Sensory overload* refers to the notion that consumers are exposed to far more information than they are able or willing to process.

Examples may vary. For example:
In our society, much of this bombardment comes from commercial sources, and the competition for our attention is increasing steadily. The average adult is exposed to about 3500 pieces of advertising information every single day–up from about 560 a day 30 years ago. Many younger people in particular have developed the ability to *multitask*, or process information from more than one medium at a time as they attend to their cell phones, TV, instant messages, and so on. One study observed 400 people for a day and found that 96 percent of them were multitasking about a third of the time they were using media.
Type: ES Page Ref: 47
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

103) What is perceptual vigilance? Give an example.
Answer: *Perceptual vigilance* refers to the notion that consumers are more likely to be attentive to stimuli that relate to their current needs. These needs may be conscious or unconscious.

Examples may vary. For example: a consumer who rarely notices car ads will become very much aware of them when he or she is in the market for a new car. A bus shelter ad for a fast-food restaurant that would otherwise go unnoticed becomes relevant when one waits to catch the bus close to dinner time.
Type: ES Page Ref: 49
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

104) Using an example, explain what perceptual defence means.
Answer: *Perceptual defence* refers to the tendency for people to not pay attention to information they don't want to process. If a stimulus is threatening to us in some way, we may not process it or we may distort its meaning so that it is more acceptable.

Examples may vary. For example: a heavy smoker may block out images of cancer-scarred lungs because these vivid reminders hit a bit too close to home.
Type: ES Page Ref: 49
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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105) Using an example, explain the concept of adaptation.
Answer: Adaptation refers to the degree to which consumers continue to notice a stimulus over time. The process of adaptation occurs when consumers no longer pay attention to a stimulus because it is so familiar.

Examples may vary. For example:
Almost like drug addiction, a consumer can become "habituated" and require increasingly stronger "doses" of a stimulus for it to continue to be noticed. For example, a consumer en route to work might read a billboard message when it is first installed, but after a few days it becomes part of the passing scenery.
Type: ES Page Ref: 49
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

106) Why must advertisers take care with the amount of detail offered to targeted customers? In your answer, refer to specific principles in the chapter.
Answer: There is no one right answer here, but consumers can be drawn from the discussion on attention. Consumers have limited capacity and cannot pay attention to everything or process large quantities of incoming information.

Attention refers to the extent to which the brain's processing activity is devoted to a particular stimulus.

Although we live in an information society, it's possible to have too much of a good thing. Consumers are often in a state of *sensory overload*; that is, they are exposed to far more information than they are able or willing to process. In our society, much of this bombardment comes from commercial sources, and the competition for our attention is increasing steadily. The average adult is exposed to about 3500 pieces of advertising information every single day–up from about 560 a day 30 years ago. Many younger people in particular have developed the ability to *multitask*, or process information from more than one medium at a time as they attend to their cell phones, TV, instant messages, and so on. One study observed 400 people for a day and found that 96 percent of them were multitasking about a third of the time they were using media. Marketing researchers are struggling to understand this new condition as they try to figure out how to reach people who are doing many things at once.
Type: ES Page Ref: 47-48
Skill: Concept
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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107) Your company has been running the same magazine advertisement in *Vogue* for three months, and there is evidence that the advertisement is losing its effectiveness. Your boss, Jerry, comes to you asking you for advice on what the possible problem is and why it may have happened in such a short time. What do you tell him?
Answer: A good answer will discuss the notion of **adaptation** or the degree to which consumers continue to notice a stimulus over time. The process of adaptation occurs when consumers no longer pay attention to a stimulus because it is so familiar. Almost like drug addiction, a consumer can become "habituated" and require increasingly stronger "doses" of a stimulus for it to continue to be noticed. For example, a consumer en route to work might read a billboard message when it is first installed, but after a few days it becomes part of the passing scenery.

They could also discuss *exposure:* People tend to habituate to frequently encountered stimuli as the rate of exposure increases.

A better answer will also propose solutions to the problem. For example, the marketing can alter one of the elements that lead to adaptation processes.
Type: ES Page Ref: 49
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

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108) Advertising has increasingly become less effective because of increased clutter. How can you, as the marketer, break through this clutter?
Answer: There are different ways that this question can be answered, but a good answer might discuss stimulus selection factors.

In general, stimuli that differ from others around them are more likely to be noticed (remember Weber's law). This **contrast** can be created in several ways:

•*Size:* The size of the stimulus itself in contrast to the competition helps to determine whether it will command attention. Readership of a magazine ad increases in proportion to the size of the ad.

•*Colour:* As we've seen, colour is a powerful way to draw attention to a product or to give it a distinct identity. For example, Black & Decker has a line of tools called DeWalt targeted at the residential construction industry. The line is coloured yellow and black, instead of grey, which makes them stand out against other "dull" tools.

•*Position:* Not surprisingly, stimuli that are in places where we're more likely to look stand a better chance of being noticed. That's why the competition among suppliers to have their products displayed at eye level in stores is so heated. In magazines, ads that are placed toward the front of the issue, preferably on the right-hand side, also win out in the race to get readers' attention.

•*Novelty:* Communications that use novel stimuli or appear in unexpected places tend to grab our attention. These locations include the backs of shopping carts, public washrooms, and even on other consumers themselves. An example of novelty attracting consumers' attention is Naked Grape wine produced by Vincor. Point-of-sale and advertising taglines say "It takes confidence to go unoaked." Sales have soared for this wine.
Type: ES Page Ref: 50
Skill: Application
Objective: L2-06 Understand that a variety of factors can influence what stimuli consumers will pay attention to.

109) Gary illustrated how consumers draw from their organized collection of beliefs or feelings when making a purchase decision. Among his beliefs were that colognes heightened romantic appeal, that fancy French-sounding names were feminine, and that thick cloying scents were like those his old aunts would use. The black bottle of Drakkar Noir was exotic, mysterious-looking, just right. His evaluations stem from his:
A) schemas.
B) icons.
C) historic imagery.
D) tactile cues.
Answer: A
Type: MC Page Ref: 52
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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110) A school of thought that maintains people derive meaning from a totality of a set of stimuli, rather from any individual stimulus, is:
A) the holistic processing principle.
B) peripheral persuasion.
C) gestalt psychology.
D) stimulus integration theory.
Answer: C
Type: MC Page Ref: 52
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

111) Some years ago, McDonald's claimed that its Big Mac had "Two all-beef patties, special sauce, lettuce, cheese, pickles, onions, on a sesame seed bun." Today if consumers hear "Two all-beef patties...," they laughingly play the game, completing the entire line of copy. Their participation illustrates the gestalt principle of:
A) recency.
B) closure.
C) exposure.
D) completion.
Answer: B
Type: MC Page Ref: 52-53
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

112) When a well-known spa redesigned the packaging for its line of spa products containing algae extracts with a "sea of green" look to unify all of its different offerings, it relied upon which principle of stimulus organization?
A) consistency
B) experiential
C) subjectivity
D) similarity
Answer: D
Type: MC Page Ref: 54
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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113) The relationship in which one part of a stimulus configuration dominates a situation, such as a visual field, while other aspects recede into the background, is called the _____ principle.
A) foreground-background
B) onstage-offstage
C) figure-ground
D) dominant-recessive
Answer: C
Type: MC Page Ref: 54
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

114) A Telus ad depicts a bright image of a parrot on a stark white background. This is an example of which principle?
A) foreground-background
B) onstage-offstage
C) figure-ground
D) dominant-recessive
Answer: C
Type: MC Page Ref: 54
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

115) The way the marketer wants the brand to be viewed by the consumers is referred to as:
A) a positioning strategy.
B) market segmentation.
C) consumer profiling.
D) exposure.
Answer: A
Type: MC Page Ref: 55
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

116) While most automobile companies want to be viewed as being stylish or safe, Subaru appealed to dog owners in a series of innovative advertisements. This was part of Subaru's:
A) positioning strategy.
B) market segmentation.
C) consumer profiling.
D) primary research.
Answer: A
Type: MC Page Ref: 55
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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117) The process that marketers follow to develop distinctive images or clearly defined "brand personalities" to distinguish them from competitors is known as:
A) segmentation.
B) marketing mix.
C) product icons.
D) positioning.
Answer: D
Type: MC Page Ref: 55
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

118) When Volvo attempted to revamp its brand image by signing an endorsement deal with NBA player Jeremy Lin, they were focusing on:
A) marketing mix.
B) product icons.
C) positioning.
D) repositioning.
Answer: D
Type: MC Page Ref: 55
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

119) When L'Oreal promotes the fact that they offer a high quality product for a lower price, they are positioning on:
A) price leadership.
B) specific attributes.
C) product class.
D) occasions
Answer: A
Type: MC Page Ref: 55
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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120) When Terry's promotes their orange-flavoured chocolate as a Christmas treat, they are positioning on:
A) price leadership.
B) specific attributes.
C) product class.
D) occasions.
Answer: D
Type: MC Page Ref: 56
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

121) In consumer behaviour, the concept behind a product's market position implies that:
A) the evaluation of a product is based on what it means to a person rather than what it does.
B) the evaluation of a product is based on what it does for a person rather than what it means.
C) the top-selling brand in a product category always has a stronger market position.
D) price is the most important "P" to consider when formulating a marketing strategy.
Answer: A
Type: MC Page Ref: 54
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

122) When Jane, a typical shopper, looks at a search page, her eye travels across the top of the search result, returns to the left of the screen, and they travels down to the last item shown without scrolling. Marketers refer to this as the:
A) golden triangle.
B) sweet spot.
C) attention zone.
D) sales position
Answer: A
Type: MC Page Ref: 50
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

123) Perception of a brand comprise both its functional attributes and its _____ attributes.
A) sensory
B) symbolic
C) marketing
D) dominant
Answer: B
Type: MC Page Ref: 54
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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124) The name Pepsi-Cola can communicate expectations about product attributes by activating a schema.
Answer: TRUE
Type: TF Page Ref: 52
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

125) Craig believes that people derive meaning from something by isolating the individual stimuli that make it up. His view is consistent with that of gestalt.
Answer: FALSE
Type: TF Page Ref: 52
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

126) The principle of similarity means that consumers tend to group together objects that share physical characteristics; as an example, Coca-Cola, Sprite, and Dad's Old-Fashioned Root Beer are all "carbonated soft drinks."
Answer: TRUE
Type: TF Page Ref: 54
Skill: Application
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

127) What is Gestalt psychology?
Answer: These principles are based on work in **Gestalt psychology**, a school of thought maintaining that people derive meaning from the *totality* of a set of stimuli rather than from any individual stimulus. The German word *gestalt* means, roughly, "whole," "pattern," or "configuration," a perspective best summarized by the saying "the whole is greater than the sum of its parts."
Type: ES Page Ref: 52
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

128) What is the principle of closure?
Answer: The gestalt **principle of closure** implies that consumers tend to perceive an incomplete picture as complete. That is, we tend to fill in the blanks based on our prior experience.
Type: ES Page Ref: 52-53
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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129) What is the principle of similarity?
Answer: The **principle of similarity** tells us that consumers tend to group together objects that share similar physical characteristics; that is, they group like items into sets to form an integrated whole.
Type: ES Page Ref: 54
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

130) What do marketers mean when they talk about their "positioning strategy?"
Answer: A **positioning strategy**–the way the marketer wants the brand to be viewed in the eyes of the consumer– is a fundamental part of a company's marketing efforts as it uses elements of the marketing mix (product design, price, distribution, and marketing communications) to influence the consumer's interpretation of the brand's meaning.
Type: ES Page Ref: 55
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

131) What is repositioning? Give an example.
Answer: Repositioning refers to marketers changing their positioning strategy over time in a way that updates the brand's image for an evolving market.

Examples may vary. For example:
Volvo was beginning to be seen as a brand for an older demographic and was positioned heavily on the safety dimension. In an attempt to update their image they have signed an endorsement deal with Jeremy Lin, a young NBA player with a Chinese-American heritage. Not only does this help create a more youthful brand image, but it will likely carry some appeal in the large Chinese market.
Type: ES Page Ref: 55
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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132) What is the main perspective of gestalt psychology? Compare and contrast principle of closure, principle of similarity, and figure-ground principle.
Answer: **Gestalt psychology** is a school of thought maintaining that people derive meaning from the *totality* of a set of stimuli rather than from any individual stimulus. The German word *gestalt* means, roughly, "whole," "pattern," or "configuration," a perspective best summarized by the saying "the whole is greater than the sum of its parts." A piecemeal perspective that analyzes each component of the stimulus separately will be unable to capture the total effect.

All three principles have in common the assumption that consumers' interpretations of events are based on the overall whole, rather than the individual components of the stimulus.

The gestalt **principle of closure** implies that consumers tend to perceive an incomplete picture as complete. That is, we tend to fill in the blanks based on our prior experience. This principle explains why most of us have no trouble filling in the blanks in an incomplete message or reading a neon sign even if one or two of its letters are burned out.

The **principle of similarity** tells us that consumers tend to group together objects that share similar physical characteristics; that is, they group like items into sets to form an integrated whole. Green Giant relied on this principle when the company redesigned the packaging for its line of frozen vegetables. It created a "sea-of-green" look to unify all of its different offerings.

Another important gestalt concept is the **figure-ground principle**, in which one part of a stimulus will dominate (the *figure*) while other parts recede into the background. This concept is easy to understand if one thinks of a photograph with a clear and sharply focused object (the figure) in the centre. The figure is dominant, and the eye goes straight to it. The parts of the configuration that will be perceived as figure or ground can vary, depending on the individual consumer as well as other factors.
Type: ES Page Ref: 52-54
Skill: Concept
Objective: L2-07 Understand that we interpret the stimuli to which we do pay attention according to learned patterns and expectations.

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