Consumer Behavior 15th edition Solomon Test Bank

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Consumer Behavior, 15e **(Solomon/Russell)**
Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior

1) A(n) _____ is a person who identifies a need or desire, makes a purchase, and then disposes of a product during the three stages of the consumption process.
A) marketer
B) consumer
C) influencer
D) content generator
Answer: B
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

2) Jenny Rowlins is absolutely exhausted after her shopping trip to pick out a dress for her sorority's formal event. The stores were crowded, and none of her favorite shops carried a dress that she liked in her size. After spending hours at the mall, Jenny decided to order her dress online and just return it if it was not exactly right. This story is an example of how consumer behavior is a(n) _____.
A) industry
B) process
C) art form
D) theory
Answer: B
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Analytical thinking

3) Which of the following is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires?
A) Lifestyle marketing
B) Role theory
C) Consumer behavior
D) Marketing research
Answer: C
Diff: 1 Var: 1
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4) Our consumption choices, the brands we use, the activities in which we engage, and the groups to which we belong are all expressions of our _____.
A) brand loyalty
B) customs and norms
C) patronage
D) unique identity
Answer: D
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

5) What does the study of consumer behavior focus on?
A) How companies advertise products
B) Pricing strategies for businesses to use and avoid
C) Only why consumers buy certain tangible goods or services
D) The processes of selecting, purchasing, using, or disposing of products
Answer: D
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Analytical thinking

6) _____ is a multilayered concept that involves our personal self and our social self.
A) A norm
B) Custom
C) Patronage
D) Identity
Answer: D
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

7) Stacy noticed a blouse she really liked was on sale for 40% off. How much is the blouse if the normal sticker price is $90?
A) $50
B) $54
C) $74
D) $72
Answer: B
Diff: 2 Var: 1
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8) What does a brand help consumers do?
A) Calculate product cost
B) Identify the company, product, or individual
C) Find discounts
D) Create new products
Answer: B
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

9) People purchase products for what they can do for them.
Answer: FALSE
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

10) Consumption only refers to the actual buying process.
Answer: FALSE
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

11) Our consumption choices help us define our identity.
Answer: TRUE
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

12) According to the definition of consumer behavior, how a consumer disposes of an idea and accepts another is part of consumer behavior.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

13) The fact that people often buy products not for what the products do but for what they mean implies that a product's basic function is important.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
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14) A need is something a person must have to live.
Answer: TRUE
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

15) A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product.
Answer: TRUE
Diff: 1 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

16) People often buy products for what they mean, not what they do.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

17) Consumers and the items they consume can take many forms. Give examples of three different types of consumers and examples of three different types of items they could consume, including products, services, and ideas.
Answer: Examples will vary. Consumers can include individuals of any age, groups, and organizations. Items consumed can include products such as toys, cars, and food; services such as dentist appointments, haircuts, and massages; and ideas such as democracy and the green movement.
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

18) What is a "consumer?"
Answer: A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the purchase during the three stages of the consumption process.
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Application of knowledge

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19) Describe how consumer behavior is an ongoing process.
Answer: Consumer behavior is not a single moment in time. It is not just what happens when a consumer hands over money or a credit card and in return receives some good or service. The exchange includes not just the transaction of two or more organizations or people giving or receiving something of value, but includes the entire consumption process. The consumption process includes the issues that influence the consumer before, during, and after a purchase.
Diff: 2 Var: 1
LO: 1.1: Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
AACSB: Reflective thinking

20) Which term refers to the collection and analysis of extremely large data sets?
A) Mainframe marketing data
B) Internet information data
C) Big data
D) Online media data
Answer: C
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

21) Facebook, X, and Instagram are examples of _____.
A) local interaction
B) social media
C) one-way transmission
D) horizontal interaction
Answer: B
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

22) A digital native is someone who _____.
A) grew up in a "wired" and highly networked area
B) uses alternate reality games frequently
C) participates in database marketing
D) belongs to a consumption community
Answer: A
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

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23) Which term refers to the online means of communication, conveyance, and collaboration among the interdependent and interconnected networks of people, communities, and organizations?
A) Open data partnership
B) Social media
C) Synchronous interaction
D) Asynchronous interaction
Answer: B
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

24) Bodie set his smartphone aside for a minute to think about something his grandfather told him about growing up 50 years ago. As kids, they played outside since they only had three channels on the television, and they didn't have smartphones or computers. Bodie had a hard time understanding that time period since he could not remember a time when he didn't have his smartphone and instant access to technology. Bodie and his generation are _____.
A) podcasters
B) social media junkies
C) digital natives
D) baby boomers
Answer: C
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

25) Which of these platforms or networks is NOT an example of social media?
A) Facebook
B) TikTok
C) Microsoft
D) Instagram
Answer: C
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

26) Communication channels no longer flow only from the top down or the bottom up. With today's social media, people can now communicate with others at the same level. This change has been dubbed _____.
A) the IoT
B) machine-to-machine communication
C) artificial intelligence
D) the horizontal revolution
Answer: D
Diff: 1 Var: 1
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AACSB: Application of knowledge

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27) Which of these outcomes is NOT an advantage of big data and marketing analytics?
A) Decisions can be made more quickly.
B) The large volume of data can increase forecast accuracy.
C) The data can be used to improve marketing strategies.
D) The data contain a lot of information and noise.
Answer: D
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

28) The _____ is a virtual world that is "always on" and often accessed through virtual reality technologies that allows users to create a unique identity or avatar.
A) metaverse
B) IoT
C) Internet
D) NFT
Answer: A
Diff: 2 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

29) Digital assets with unique identification codes and metadata that distinguish them from one another are called _____.
A) IoT
B) nonfungible tokens
C) digital natives
D) cryptocurrency
Answer: B
Diff: 2 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

30) What affects consumer evaluations of a product besides visual cues?
A) Price only
B) Taste, texture, and smell
C) What friends recommend
D) Store location
Answer: B
Diff: 1 Var: 1
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31) Assume that 75% of the world's population is active on social media. How many global social media users exist if the world's total population is 7.79 billion?
A) 6.65 billion
B) 5.84 billion
C) 5.06 billion
D) 5.51 billion
Answer: B
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Analytical thinking

32) Assume that there are 19.5 billion connected devices such as smartphones currently in existence in 2024 with 39 billion expected by 2030. What is the growth rate in connected devices expected over that time period?
A) 8%
B) 9%
C) 10%
D) 12%
Answer: D
Diff: 2 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Analytical thinking

33) Assume that there are 19.6 billion connected devices such as smartphones currently in existence in 2024 and experts believe this amount will grow by 15% per year for the next four years. How many connected devices will be in use in 2030?
A) 22.54 billion
B) 39.42 billion
C) 45.34 billion
D) 52.14 billion
Answer: C
Diff: 3 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Analytical thinking

34) The explosion of social media takes "word of mouse" to a whole new level because it has created a horizontal revolution where communications no longer just flow top-down from companies and established media to passive recipients (consumers).
Answer: TRUE
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
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35) American consumers are developing an aversion to corporate "hype," as consumers place a premium on knowing the lineage of the companies they patronize.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Analytical thinking

36) Texting, posting on X, Facebooking, or pinning favorite items on Pinterest are an accepted part of daily life.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

37) The growth of Big Data has increased the velocity with which businesses can make decisions.
Answer: TRUE
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

38) Explain the term "social media."
Answer: Social media are online means of communication, conveyance, collaboration, and cultivation among interconnected and independent networks of people, communities, and organizations enhanced by technological capabilities and mobility.
Diff: 3 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Application of knowledge

39) How do companies use Big Data to understand and target consumer behavior?
Answer: Companies collect and analyze massive amounts of data generated by consumers through various sources, such as social media, purchases, and location signals. This enables them to make precise predictions, tailor recommendations, and respond rapidly to new trends or consumer needs.
Diff: 2 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Reflective thinking

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40) Which of the following is the best tool that helped to define the era of the rebirth of the Internet as a social, interactive medium from its original roots as a form of one-way transmission from producers to consumers?
A) Web 2.0
B) B2C e-commerce
C) Economics of information
D) Compulsive consumption
Answer: A
Diff: 2 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Reflective thinking

41) The United Nations estimates that by 2030 about 64% of the world's population will be living in a megacity. How many people will live in megacities if the world's population is expected to be 8.5 billion?
A) 5.440 billion
B) 3.060 billion
C) 6.400 billion
D) 9.140 billion
Answer: A
Diff: 1 Var: 1
LO: 1.2 Recognize the technological developments that affect consumer behavior.
AACSB: Analytical thinking

42) Some consumers prefer brands that allow them to connect with their home or home culture. This preference is known as _____.
A) in-group bias
B) cultural grouping
C) UGC
D) cultural distinctiveness
Answer: A
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

43) What does user-generated content (UGC) allow consumers to do?
A) Only read official company messages
B) Voice opinions and create their own media
C) Access secret company files
D) Vote on company decisions
Answer: B
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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44) What does transmedia refer to?
A) Only traditional media platforms like TV
B) A web of media including traditional, digital, games, and the metaverse
C) Just social networks
D) Print-only outlets
Answer: B
Diff: 2 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

45) What is transmedia storytelling?
A) A technique for printing books
B) Telling a story across multiple platforms and formats
C) Making stories solely for magazines
D) Telling stories only in movies
Answer: B
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

46) The United Nations defines a megacity as a metropolitan area with a population of over how many people?
A) 1 million
B) 2 million
C) 5 million
D) 10 million
Answer: D
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

47) Researchers estimate that how many people worldwide will live in megacities by 2030?
A) One out of five people
B) Two out of five people
C) Three out of five people
D) Five out of five people
Answer: C
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
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48) Music, movies, sports, and books are part of _____.
A) consumer marketing
B) popular culture
C) the sharing economy
D) in-your-face marketing
Answer: B
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

49) One important consumer trend that will likely impact marketing is the blurring of gender identity and gender roles.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

50) One trend that will affect marketers is the gap between rich and poor will continue to grow in the United States, which will exacerbate pressure toward a dual society of haves (in gated communities) and have-nots.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

51) User-generated content is generally produced by companies and marketers.
Answer: FALSE
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

52) *Transmedia* refers to the web of media from traditional media platforms, like magazines and television, to more novel and emergent ones, like digital media, videogames, and the metaverse.
Answer: TRUE
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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53) Consumer trends refer to the specific brands or styles that are popular today.
Answer: FALSE
Diff: 3 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

54) The sharing economy refers to the dual economy and the trend of taxing the wealthy to distribute more income to the poor.
Answer: FALSE
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

55) Consumers now play an important role in shaping brand meanings.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

56) Why do consumers increasingly act as content creators on platforms like TikTok and YouTube?
Answer: Consumers are driven by accessible technology and a perceived gap between corporate-produced content and their own interests. Most consumers believe user-generated content is more authentic than what companies produce, leading them to create material that better reflects their perspectives.
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

57) What is UGC, or user-generated content?
Answer: User-generated content is the massive amount of information available online that was written by consumers and product users. Everyone can voice their opinions about products, brands, and companies on blogs, podcasts, and social networking sites such as Facebook and X. This information is valuable to market researchers attempting to understand consumers and consumer behavior.
Diff: 1 Var: 1
LO: 1.3 Identify the sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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58) A _____ creates a state of tension that drives consumers to attempt to reduce or eliminate it.
A) want
B) demand
C) need
D) response
Answer: C
Diff: 1 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

59) Something people must have to live or achieve a goal is a(n) _____.
A) environmentally sound consumption choice
B) consumption choice that leads to happiness
C) want
D) need
Answer: D
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

60) Research supports which of the following conclusions?
A) Happiness is related to being a giver, not a taker.
B) Meaningfulness is related to activities that impact others in a positive way.
C) Happy people tend to focus on the future rather than the present.
D) People who feel they have meaningful lives report lower levels of stress.
Answer: B
Diff: 1 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

61) Which of the following is an example of a need rather than a want?
A) A luxury car
B) Jewelry
C) A new computer
D) Shelter
Answer: D
Diff: 1 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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62) Firm XYZ is trying to encourage consumers to buy more used goods even though it may hurt their sales. Assume a new advertising campaign that cost $1.3 million resulted in a 3% decline in sales. How much were the firm's sales after the advertising campaign if the pre-campaign sales were $307 million?
A) $297.79 million
B) $294.72 million
C) $300.86 million
D) $250.14 million
Answer: A
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Analytical thinking

63) Firm XYZ is trying to encourage consumers to buy more used goods even though it may hurt their sales. Assume a new advertising campaign that cost $1.6 million resulted in a 3% decline in sales. How much did this advertising campaign cost the firm in lost profits if their pre-campaign sales were $308 million and their profit margin was 5%?
A) $9,240,000
B) $462,000
C) $2,062,000
D) $221,760
Answer: B
Diff: 3 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Analytical thinking

64) Clothing company Patagonia urged its customers to buy used clothing to conserve the planet's resources. What is Patagonia practicing?
A) Responsible marketing
B) Consumer centricity
C) Social shopping
D) Need satisfaction
Answer: A
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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65) What does the "experiential advantage" suggest about consumer happiness?
A) Material possessions always make people happier
B) Experiences lead to more happiness than possessions, especially shared ones
C) Happiness depends only on money
D) People regret experiences more than things
Answer: B
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

66) Which of these statements is more indicative of happiness?
A) People are happier when they take instead of give.
B) Happy people tend to focus on the past.
C) People have more meaningful lives when they are happy.
D) Happy people have higher levels of stress and worry.
Answer: A
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

67) A want is a specific manifestation of a need that personal and cultural factors determine.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

68) Many critics argue that consumption is the source of many of the world's problems.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

69) Meaningfulness is linked to satisfying wants and needs, whereas happiness relates to activities that express oneself and impact others in a positive way.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
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70) Happiness can lead to more stressful lives.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

71) Happy people are prone to live in the present.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

72) Responsible marketing focuses on merging consumer centricity with making a positive impact on our communities.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

73) A basic need creates a tension state that we are motivated to satisfy.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

74) Happy people lead more meaningful lives.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

75) Explain the difference between a need and a want. Provide an example of each.
Answer: A need is a basic biological motive that cannot be created by marketing. A want represents one way that individuals are taught by society and culture to satisfy a biological need. For example, thirst is a general need but thirst for Pepsi or Coke is a want.
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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76) What does it mean for a business to engage in responsible marketing?
Answer: Responsible marketing is about merging consumer centricity, a focus on meeting consumers' needs, with making a positive impact on our communities—both in the small sense (local communities) and in the broad sense (our planet).
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

77) Why do some firms such as Patagonia want to encourage less consumption?
Answer: Consumption means that products and services must be provided to consume. Providing these goods and services uses up the earth's resources and increases pollution. Some individuals and firms attempt to encourage less consumption to conserve resources and limit the negative impact on the planet.
Diff: 3 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

78) Some critics maintain that modern marketing practices create unhealthy needs. Explain what is meant by this accusation.
Answer: Critics of modern marketing suggest that consumers are convinced they need products that are not really necessary. The production of these products merely to satisfy manufactured needs consumes the planet's resources and leads to higher levels of pollution, climate change, and mental and physical health problems.
Diff: 3 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

79) How are happiness and meaningfulness related to consumption?
Answer: Happiness is linked to satisfying wants and needs, whereas meaningfulness relates to activities that express oneself and impact others in a positive way. Not surprisingly, people whose needs were satisfied were happier, but many led less meaningful lives.
Diff: 2 Var: 1
LO: 1.4: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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80) Because many different perspectives shape the field of consumer behavior, the field is _____.
A) easy to understand
B) interdisciplinary in nature
C) limited in scope
D) dominated by psychologists
Answer: B
Diff: 1 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

81) Which of these disciplines focuses on consumption and consumer behavior from a macro perspective?
A) Sociology
B) Behavioral economics
C) Neuroscience
D) Psychology
Answer: A
Diff: 1 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

82) Which of these disciplines focuses on consumption and consumer behavior from a micro perspective?
A) Sociology
B) Behavioral economics
C) Anthropology
D) Computer science
Answer: B
Diff: 1 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

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83) Darvin is an anthropologist that studies consumer behavior. One recent finding was that Harley Davidson riders tended to have average incomes of over $90,000 per year and were also between the ages of 50 and 65. Which of these strategies is likely to be the most successful in increasing Harley Davidson's sales?
A) They could place Harley Davidson material in hospitals and clinics.
B) They could run television commercials during the middle of the day.
C) They could run advertisements in publications that cater to this market segment.
D) They could focus on manufacturing three-wheeled motorcycles to appeal to this segment.
Answer: C
Diff: 3 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

84) _____ is the study of meanings and symbols.
A) Behavioral economics
B) Anthropology
C) Literary criticism
D) Semiotics
Answer: D
Diff: 1 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

85) _____ is a way of thinking about and studying a phenomenon.
A) Behavioral economics
B) A paradigm
C) Semiotics
D) Social psychology
Answer: B
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
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86) Marielle finished coding a program that pulls data from the Internet on how long visitors peruse a website and what time segment is more likely to trigger a sale. She learned on one website that customers who spend over three minutes looking at a specific product have a 55% probability of buying the product. However, once they left the website many did not return. Given this information, which of these strategies should Marielle use that is most likely to increase sales?
A) Marielle could design a program that sends a 5% off coupon to Internet users after they looked at the website for more than three minutes.
B) Marielle could add those consumers to a database that would send daily advertisements to their email addresses.
C) Marielle could not think of a useful way to capitalize on this information.
D) Marielle could create a program to send a reminder prompt to the individual after one week.
Answer: A
Diff: 3 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Analytical thinking

87) Assume that 29% of all market researchers had a background in statistics. How many statisticians are conducting market research for Firm XYZ if they employ 1391 market researchers?
A) 485
B) 370
C) 403
D) 392
Answer: C
Diff: 1 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Analytical thinking

88) Which of these disciplines is most likely to focus on analyzing the past to understand how markets change and cultural trends evolve over time?
A) Behavioral psychology
B) Anthropology
C) History
D) Semiotics
Answer: C
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

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89) How many people will be employed in market research in 2030 if there are 74,350 market research jobs in 2025 and the growth rate is expected to be 8% per year?
A) 92,858
B) 109,245
C) 120,170
D) 128,909
Answer: B
Diff: 3 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Analytical thinking

90) The field of developmental psychology has more of an individual focus on consumer behavior than the field of macroeconomics.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Reflective thinking

91) The field of consumer behavior encompasses many things, from the simple purchase of a carton of milk to the selection of a complex, networked computer system.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

92) The field of consumer behavior is not overly complex since its focus is on understanding buying behavior.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

93) Cognitive psychology focuses on the micro level of consumer behavior.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

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94) Anthropology is the discipline that focuses more deeply inside the brain and nervous system.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

95) Behavioral economics is the branch of economics that extends from classical and neoclassical economics and integrates insights from psychology.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

96) Literacy criticism can be used to predict consumption behavior using quantitative data.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

97) Explain how researchers use a macro focus to understand consumer behavior and consumption.
Answer: On the macro side, we find researchers who regard consumption from a social and cultural point of view, drawing on sociology and anthropology. Researchers embrace a variety of topics that range from how the media shapes our conceptions of our bodies or how disadvantaged people cope with poverty to how Harley-Davidson riders participate in an active community of bike lovers.
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

98) Explain how researchers use a micro focus to understand consumer behavior and consumption.
Answer: Researchers on the micro side attempt to understand the brain and its inherent processes. These researchers identify how we process information or how messages of different types change our opinions and behaviors.
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

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99) List some places you might find people conducting consumer research.
Answer: Consumer researchers work for manufacturers, retailers, marketing research firms, governments, and nonprofit organizations—and, of course, colleges and universities. You'll find them in laboratories, running sophisticated experiments that involve advanced neural imaging machinery, or in malls, interviewing shoppers. They may conduct focus groups or run large-scale polling operations. In short, any organization that benefits from understanding consumer behavior is likely to have someone conducting consumer research.
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

100) Identify and explain three disciplinary issues in consumer behavior research and how they might view sustainability-related research issues differently.
Answer: Answers will vary but should include three of the following:
Cognitive psychology (perception, learning, and memory processes) - How do consumers process sustainability claims on product packaging? How do they interpret the information presented based on how abstract vs. concrete the claim is?
Clinical psychology - How do consumers respond to messages that emphasize the doom of climate change? Do messages that emphasize the doom trigger negative emotions and detriments to mental health?
Behavioral economics - How do consumers respond to incentives vs. penalties when selecting green energy options?
Social psychology - Are consumers more likely to select sustainable options when they are told about others' choices? Does this social norm effect differ as a function of whether the "others" are similar or dissimilar to them?
Sociology - How do communities form and develop around sustainable practices like gardening?
Semiotics & literary criticism - How do messages in the media shape the meanings and associations consumers develop about sustainability?
Computer Science - How does the use of apps that track the CO2 costs of daily activities change consumer behavior?
Anthropology - How do people observe cultural myths and rituals related to living more sustainably?
Diff: 2 Var: 1
LO: 1.5 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.
AACSB: Application of knowledge

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SAMPLE COURSE SYLLABUS

University Name

Semester, Year

Course:

MKT xxx: Consumer Behavior

Instructor:

Name and Title

Contact Information:

Telephone:
Email:
Office Location:
Office Hours:

Class Meeting Hours:

Classroom:

(This should include the teaching format, e.g., in-person, hybrid, virtual synchronous, or virtual asynchronous)

Course Description:

This course introduces students to the basic processes and concepts involved in understanding consumer behavior. It covers the selection, purchase, and use of products, services, and experiences. Factors impacting the consumption choices we make are explored with the role of social media also examined.

We will explore consumer behavior concepts through classroom discussion, readings, case studies, and individual assignments.

Student Learning Outcomes:

Upon completion of this course, students should be able to

A. Understand the basic foundations of human behavior.
B. Understand how to make sense of the world by examining the role of perception, learning, and motivation as they relate to consumer behavior.
C. Describe how consumers choose and use products, services, and experiences.
D. Understand how consumer choices communicate identity.

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E. Describe the role of groups, social class, status, and culture in defining us as consumers.

Required Text:

Solomon, M.R. and Russell, C.A.
Consumer Behavior: Buying, Having, Being (15th edition)

Please note that additional, timely readings may be assigned throughout the course as appropriate.

Evaluation and Grading:

Midterm	30 percent
Final exam	30 percent
Assignments (approximately 5)	25 percent
Attendance, participation, and commitment	15 percent

The midterm and final exams are composed of a combination of multiple-choice, true-false, and short-answer questions. These items reflect mastering of the material in the text, cases, additional readings, and any class activities.

Assignments are comprised of both in-class and homework. These may be group and/or individual assignments. In the case of group assignments, peer reviews may be solicited to factor into the grades. These assignments provide an opportunity for students to reflect on and apply the concepts being studied. They will also reinforce material in preparation for the exams.

Attendance, participation, and commitment reflect the student's commitment in contributing to the learning environment of the class. This includes attending class and participating as appropriate. Merely attending the class does not earn the maximum grade in this category. Attendance will be recorded for each class meeting.

The grading scale follows the official university policy. This grading scale may be found at (provide link).

Campus Web (Learning Management System):

Campus Web is used extensively for the posting of instructions, grades, reminder announcements, and course material. Each student is expected to regularly check their college email accounts since this is the only communication mechanism used for contact. The syllabus and the PowerPoint slides for each chapter are posted in advance for the entire semester. The News and Announcements tab includes important links and reminders about assignments and upcoming events/classes.

Attendance Policy:

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Students are encouraged to regularly attend class and to be prepared. Class engagement and participation are important for successful performance in the course. Regular attendance also enriches the learning experience for the entire class.

Make-Up Exam Policy:

In the event an exam is missed, the instructor should be contacted to arrange a make-up exam date and time. A new exam will be administered.

Getting Help:

Students are encouraged to contact the professor with any questions or when clarification is needed. Contact information is provided above for each student's convenience.

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COURSE SCHEDULE/TOPICS:

Please note that students are required to read the assigned material prior to attending class. In addition, students should be prepared to fully participate in class discussions about the assigned material.

Week 1: Course Introduction
Review of Case Study Guidelines and Expectations
Chapter 1: Buying, Having, and Being: An Introduction to Consumer Behavior
- Examine the role of consumer behavior in our lives
- Identify social trends impacting consumers
- Identify technological trends impacting consumers
- Understand consumption as a problem and a solution
- Explore multiple perspectives in studying consumer behavior

Case Study: ChatGPT—What Is Consumer Experience?

Week 2: Chapter 2: Consumer Ethics, the Marketplace, and the Planet
- Discuss the "right" thing and the PESTLE framework
- Explore the political environment (consumer and corporate activism)
- Discuss the economic environment
- Describe the social environment
- Examine the technological environment
- Discuss the legal environment
- Explore the natural environment

Case Study: The Rise of Digital Secondhand Marketplaces: Thriftiness, Environment and Technology
Data Case 1: Analyzing the Athletic Shoe Market

Week 3: Chapter 3: Perceiving and Making Meaning
- Discuss sensory marketing and VR
- Understand the stages of perception
- Examine semiotics (the meaning of meaning)
- Explore who owns brand meaning

Chapter 4: Learning, Remembering, and Knowing
- Discover how we learn
- Examine cognitive learning theory and its marketing applications
- Explore how we remember and forget
- Discuss how we organize products into categories and consumption constellations

Case Study: Mindful Marketing or Strategic PR? The Ethics of Responsible Advertising in the Alcohol Industry
Assignment #1 Due: Case Study: Augmented Reality Try-Ons: Shaping Consumer Perception in Beauty and Fashion

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Week 4: Chapter 5: Motivation
- Explore the motivation process and intrinsic versus extrinsic motivation
- Examine consumer needs and how we can understand them
- Discuss goal setting and framing
- Describe the types of consumer involvement

Case Study: Game On! Using Gamification to Engage with Consumers

Week 5: Chapter 6: Attitudes and How to Change Them
- Discuss the components of attitudes
- Explore how we form attitudes
- Examine how marketers change attitudes through persuasion
- Identify persuasive communication strategies used by marketers
- Consider the importance of trust in an era of AI and misinformation

Case Study: Anti-Smoking Advertising—Can You Be Scared Into Quitting?
Data Case 2: Evolving Trends in Fitness and French Fries

Week 6: Chapter 7: Deciding
- Distinguish between fast and slow thinking
- Review the steps in the rational decision-making process
- Explore the rules of thumb in fast thinking (heuristics)
- Examine context effects (framing, priming, and nudging)
- Discuss the role of technology in consumer decision-making

Chapter 8: Buying, Using, and Disposing
- Examine the shopping experience
- Understand the factors explaining the rise of online shopping
- Explore the sharing economy and thrifting
- Discuss the climate crisis and the underground economy
- Describe maladaptive consumer behavior

Assignment #2 Due: Case Study: RH—Revolutionizing Physical Retailing

Week 7: Appendix B: Careers in Consumer Research
- Discuss career trajectory options
- Review sample job descriptions
- Brainstorming: What can you do to get started now?

Appendix C: Consumer Research Methods
- How do we gain insights into consumer behavior
- Distinguish between primary and secondary data
- Explore qualitative and quantitative research methods

Review of Chapters 1–8, Recap, and Exam Preparation

Week 8: **Midterm Exam**

Week 9: Chapter 9: Identity and the Self
- Explore the self-concept and self-esteem

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Understand how consumption expresses our identities
Examine the new ways consumers are expressing identity (compensatory consumption and anti-consumption)
Discuss gender roles and gender differences in consumer behavior
Describe ideals of beauty and stereotypes, body positivity, and body decoration

Case Study: Retailer Torrid: Empowering Women of all Sizes

Week 10: Chapter 10: Personality, Lifestyles, and Values

Define personality and how we measure it
Describe values and belief systems
Explore psychographics
Review the ways brands become meaningful
Examine the roles brands play in the lives of consumers and the brand storytelling

Case Study: Beyoncé's "Cowboy Carter": Redefining Country Music and Cultural Boundaries

Chapter 11: Social and Cultural Identity

Explore the facets of social and cultural identity
Examine the meaning of family and the family life cycle
Describe generations in the marketplace
Discuss ethnic and racial identities
Discuss religious and political identities
Examine geodiversity and subcultures

Data Case 3: Cats, Kibble, and Commercials

Assignment #3 Due: Case Study: Hyundai's OKAY Campaign: Driving Toward Diverse Markets

Week 11: Chapter 12: How Groups Define Us

Identify sources of group influences and social norms
Describe word of mouth, viral marketing, and negative WOM
Examine the role of the collective decision-making process
Explore who influences us (consumer collectives and brand communities)

Case Study: Lush is Trying to Find an Authentic Voice Online

Week 12: Chapter 13: Social Class and Status

Define social class and how it is measured
Describe social class structures
Explore how consumption is influenced by social status (luxury)
Examine social inequality, poverty, and social justice

Assignment #4 Due: Case Study: The Death of the Middle-Class Mall: Luxury & Discount Thrive, but Nothing in Between

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Week 13: Chapter 14: Culture

- Define the dimensions of culture and how we learn about culture
- Describe consumption rituals
- Understand products as vessels of cultural meanings
- Explain the diffusion of innovation

Data Case 4: Going Global with Juice

Assignment #5 Due: Case Study: The Pumpkin Spice Ritual—How Starbucks Created a Cultural Phenomenon

Week 14: Course Wrap-Up and Review for Final Examination

Week 15: **Final Exam**

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