Consumer Behavior - Buying Having Being 14th edition Solomon Test Bank

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Consumer Behavior, 14e **(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) Jamal typically pays $150 for a pair of shoes. However, he is willing to pay 20% more for a specific brand that he likes. How much is Jamal willing to pay for the brand name shoes?
A) $220
B) $200
C) $240
D) $180
Answer: D
Diff: 1 Var: 1
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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) Helen wants to talk with her granddaughter more often, so she is in the market for a new cellular phone. Based on the definition of consumer behavior, Helen wanting to talk with her granddaughter would be identified as a _____.
A) desire
B) consumer
C) process
D) service
Answer: A
Diff: 1 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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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) Consumer behavior is a static 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

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
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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.
AACSB: Application of knowledge

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, 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

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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

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 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Reflective thinking

21) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Analytical thinking

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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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand 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) lifeloggers
B) social media junkies
C) digital natives
D) baby boomers
Answer: C
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
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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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand 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
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand 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
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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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

30) One of the forces that drives consumer behavior is the feeling of being different and separated from the surrounding cultural environment. This feeling is known as _____.
A) in-group bias
B) cultural grouping
C) UGC
D) cultural distinctiveness
Answer: D
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

31) 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
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32) Ng purchased a food product that reminded her of visiting her grandparents. The aromas and the flavor made her a little homesick. She just finished a blog post and then went to the company's website to post a glowing review. What did Ng create?
A) lifelog
B) blog
C) UGC
D) IoT
Answer: C
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

33) _____ is a term which refers to the ability of people voicing their opinions about products, brands, and companies on blogs, podcasts, and social networking sites
A) Virtual brand communities
B) User-generated content
C) Database marketing
D) Green marketing
Answer: B
Diff: 2 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

34) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

35) Facebook, Twitter, and Instagram are examples of a _____.
A) local interaction
B) social interactive medium
C) one-way transmission
D) horizontal interaction
Answer: B
Diff: 1 Var: 1
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36) The majority of consumers in the United States live in _____.
A) urban centers
B) rural areas
C) cosmopolitan cities
D) multifamily homes
Answer: A
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

37) 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

38) 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

39) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
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40) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Analytical thinking

41) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Analytical thinking

42) 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

43) The explosion of social media takes "word of mouse" to a whole new level because it has created a horizontal revolution where **c**ommunications no longer just flow top-down from companies and established media to passive recipients (consumers).
Answer: TRUE
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
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44) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

45) 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

46) 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

47) Texting, tweeting, Facebooking, or pinning favorite items on Pinterest are an accepted part of daily life.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

48) The growth of Big Data has increased the velocity with which businesses can make decisions.
Answer: TRUE
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

49) User-generated content is generally produced by companies and marketers.
Answer: FALSE
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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50) *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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

51) Consumer trends refer to the specific brands or styles that are popular today.
Answer: FALSE
Diff: 3 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

52) 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: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

53) One consumer trend is that consumers will begin to demand greater online anonymity due to the prevalence of data hacking, cyberbullying, and advertising tracking.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

54) Social shopping means that people are trending more toward isolated shopping decisions using the internet to look up product reviews.
Answer: FALSE
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

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55) 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 Twitter. This information is valuable to market researchers attempting to understand consumers and consumer behavior.
Diff: 1 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

56) 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: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Application of knowledge

57) What does the term *machine-to-machine communication* mean? Provide an example.
Answer: Machine-to-machine communication refers to machines that communicate with one another and improve overtime through artificial intelligence applications and machine learning. One example would be a digital assistant like Siri or Alexa that use machine learning to improve over time. Machine-to-machine communication is part of a technological revolution that will profoundly change our lives.
Diff: 2 Var: 1
LO: 1.2: Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
AACSB: Reflective thinking

58) A _____ creates a state of tension that drives consumers to attempt to reduce or eliminate.
A) want
B) demand
C) need
D) response
Answer: C
Diff: 1 Var: 1
LO: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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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: 1.3: 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 being a giver, not a taker.
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: 1.3: 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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Analytical thinking

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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: 1.3: 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 in order 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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

65) Allison skipped breakfast and lunch due to her hectic schedule during the day. By the end of the day her stomach was letting her know that she should eat. Her demand for food is a _____ but the type of food she would like to eat is a _____.
A) motivation; desire
B) want; need
C) need; want
D) want; desire
Answer: C
Diff: 2 Var: 1
LO: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
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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: 1.3: 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: 1.3: 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: 1.3: 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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

70) Happiness can lead to more stressful lives.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.3: 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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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72) Responsible marketing focuses on merging consumer centricity with making a positive impact on our communities.
Answer: TRUE
Diff: 2 Var: 1
LO: 1.3: 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: 1.3: 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: 1.3: 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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
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77) Why do some firms such as Patagonia want to encourage less consumption?
Answer: Consumption means that products and services must be provided in order to consumer. Providing these goods and services uses up the earth's resources and increases pollution. Some individuals and firms attempt to encourage less consumption in order to conserve resources and limit the negative impact on the planet.
Diff: 3 Var: 1
LO: 1.3: 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: 1.3: 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: 1.3: Explain how consumption both contributes to the world's problems and provides solutions.
AACSB: Application of knowledge

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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Analytical thinking

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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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Reflective thinking

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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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

94) Anthropology is the discipline that focuses more deeply inside the brain and nervous system.
Answer: FALSE
Diff: 2 Var: 1
LO: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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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: 1.4: Describe how many disciplines and perspectives 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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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100) Identify and explain three disciplinary foci used in consumer behavior research and how they might view the role of the product differently.
Answer: Answers will vary but should include three of the following:
1) Experimental Psychology: product role in perception, learning, and memory processes
2) Clinical Psychology: product role in psychological adjustment
3) Microeconomics/Human Ecology: product role in allocation of individual or family resources
4) Social Psychology: product role in the behavior of individuals as members of social groups
5) Sociology: product role in social institutions and group relations
6) Macroeconomics: product role in consumers' relations with the marketplace
7) Semiotics/Literary Criticism: product role in the verbal and visual communication of meaning
8) Demography: product role in the measurable characteristics of a population
9) History: product role in societal changes over time
10) Cultural Anthropology: product role in a society's beliefs and practices
Diff: 2 Var: 1
LO: 1.4: Describe how many disciplines and perspectives inform our understanding of consumer behavior.
AACSB: Application of knowledge

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