# *Fundamentals of Marketing 2nd edition Baines Test Bank*

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## Chapter 2: Understanding customer behaviour

**Test Bank**

**Type: multiple choice question**
**Title:** Chapter 02 Question 01
**1)** _____ is the cognitive impression that is formed of 'reality' which in turn influences the individual's actions and behaviour toward that object.
*__a.__ Perception
**Feedback:** Correct. The American Marketing Association (AMA, 2016) defines perceptions as follows: 'based on prior attitudes, beliefs, needs, stimulus factors, and situational determinants (i.e. factors specific to the situation), individuals perceive objects, events, or people in the world about them. Perception is the cognitive impression that is formed of "reality" which in turn influences the individual's actions and behaviour toward that object'.
**Page reference:** 34
**b.** Learning
**Feedback:** Incorrect. The American Marketing Association (AMA, 2016) defines perceptions as follows: 'based on prior attitudes, beliefs, needs, stimulus factors, and situational determinants (i.e. factors specific to the situation), individuals perceive objects, events, or people in the world about them. Perception is the cognitive impression that is formed of "reality" which in turn influences the individual's actions and behaviour toward that object'.
**Page reference:** 34
**c.** Opinion
**Feedback:** Incorrect. The American Marketing Association (AMA, 2016) defines perceptions as follows: 'based on prior attitudes, beliefs, needs, stimulus factors, and situational determinants (i.e. factors specific to the situation), individuals perceive objects, events, or people in the world about them. Perception is the cognitive impression that is formed of "reality" which in turn influences the individual's actions and behaviour toward that object'.
**Page reference:** 34
**d.** Memory
**Feedback:** Incorrect. The American Marketing Association (AMA, 2016) defines perceptions as follows: 'based on prior attitudes, beliefs, needs, stimulus factors, and situational determinants (i.e. factors specific to the situation), individuals perceive objects, events, or people in the world about them. Perception is the cognitive impression that is formed of "reality" which in turn influences the individual's actions and behaviour toward that object'.
**Page reference:** 34

**Type: multiple choice question**
**Title:** Chapter 02 Question 02
**2)** From the theory of _____, we know that how we intend to behave is not always how we actually behave, because this is affected by our attitudes towards the behaviour in question, a subjective norm (how we think others perceive that behaviour), and our own perceptions of how we can control our behaviour.
*__a.__ planned behaviour
**Feedback:** Correct. From the theory of planned behaviour (Azjen, 1991), we know that how we intend to behave is not always how we actually behave, because this is affected by our attitudes towards the behaviour in question, a subjective norm (how we think others perceive that behaviour), and our own perceptions of how we can control our behaviour.
**Page reference:** 51
**b.** motivation
**Feedback:** Incorrect. From the theory of planned behaviour (Azjen, 1991), we know that how we intend to behave is not always how we actually behave, because this is affected by our attitudes towards the behaviour in question, a subjective norm (how we think others perceive that behaviour), and our own perceptions of how we can control our behaviour.
**Page reference:** 51
**c.** operant conditioning
**Feedback:** Incorrect. From the theory of planned behaviour (Azjen, 1991), we know that how we intend to behave is not always how we actually behave, because this is affected by our attitudes towards the behaviour in question, a subjective norm (how we think others perceive



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that behaviour), and our own perceptions of how we can control our behaviour.
**Page reference:** 51
**d.** cognitive dissonance
**Feedback:** Incorrect. From the theory of planned behaviour (Azjen, 1991), we know that how we intend to behave is not always how we actually behave, because this is affected by our attitudes towards the behaviour in question, a subjective norm (how we think others perceive that behaviour), and our own perceptions of how we can control our behaviour.
**Page reference:** 51

**Type: multiple choice question**
**Title:** Chapter 02 Question 03
**3)** In marketing, the term _____ refers to a system of classification of consumers based on their socio-economic grouping:
**a.** lifestyle
**Feedback:** Incorrect. In marketing, the term 'social grade' refers to a system of classification of consumers based on their socio-economic grouping. Social grade is a means of classifying the population by the type of work they do.
**Page reference:** 40
**b.** lifecycle
**Feedback:** Incorrect. In marketing, the term 'social grade' refers to a system of classification of consumers based on their socio-economic grouping. Social grade is a means of classifying the population by the type of work they do.
**Page reference:** 40
**c.** ethnic group
**Feedback:** Incorrect. In marketing, the term 'social grade' refers to a system of classification of consumers based on their socio-economic grouping. Social grade is a means of classifying the population by the type of work they do..
**Page reference:** 40
*__d.__ social grade
**Feedback:** Correct. In marketing, the term 'social grade' refers to a system of classification of consumers based on their socio-economic grouping. Social grade is a means of classifying the population by the type of work they do.
**Page reference:** 40

**Type: multiple choice question**
**Title:** Chapter 02 Question 04
**4)** A female consumer decides that she needs to buy a new dress for a party, because she's grown tired of the old one, or because she thinks it's out of fashion, or to cheer herself up, or for a special occasion. This is an example of which stage in the **consumer proposition acquisition process**?
**a.** Information gathering.
**Feedback:** Incorrect. The consumer proposition acquisition process consists of six distinct stages. This is an example of the motive development stage of the process. The process begins when we decide we need to acquire a product. This involves the initial recognition that some sort of problem needs solving. In order to begin to solve the problem, we must first become aware of it.
**Page reference:** 29
*__b.__ Motive development.
**Feedback:** Correct. The consumer proposition acquisition process consists of six distinct stages. This is an example of the motive development stage of the process. The process begins when we decide we need to acquire a product. This involves the initial recognition that some sort of problem needs solving. In order to begin to solve the problem, we must first become aware of it.
**Page reference:** 29
**c.** Product selection.
**Feedback:** Incorrect. The consumer proposition acquisition process consists of six distinct stages. This is an example of the motive development stage of the process. The process begins when we decide we need to acquire a product. This involves the initial recognition that some sort of problem needs solving. In order to begin to solve the problem, we must first



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become aware of it.
**Page reference:** 29
**d.** Acquisition.
**Feedback:** Incorrect. The consumer proposition acquisition process consists of six distinct stages. This is an example of the motive development stage of the process. The process begins when we decide we need to acquire a product. This involves the initial recognition that some sort of problem needs solving. In order to begin to solve the problem, we must first become aware of it.
**Page reference:** 29

**Type: multiple choice question**
**Title:** Chapter 02 Question 05
**5)** To reduce cognitive dissonance post-purchase a consumer can act in a number of ways. These include:
**a.** Selectively forgetting information.
**Feedback:** Incorrect. Following a product purchase, if we experience cognitive dissonance we might be motivated to reduce our anxiety by redefining our beliefs, attitudes, opinions, or values to make them consistent with our circumstances. We will also actively avoid situations which might increase our feeling of dissonance. To reduce dissonance we might:
• selectively forget information;
• minimize the importance of an issue, decision, or act;
• selectively expose ourselves only to new information which agrees with our existing view;
• reverse a purchase decision; for instance, by taking a product back or selling it.
**Page reference:** 31
**b.** Minimizing the importance of an issue, decision, or act.
**Feedback:** Incorrect. Following a product purchase, if we experience cognitive dissonance we might be motivated to reduce our anxiety by redefining our beliefs, attitudes, opinions, or values to make them consistent with our circumstances. We will also actively avoid situations which might increase our feeling of dissonance. To reduce dissonance we might:
• selectively forget information;
• minimize the importance of an issue, decision, or act;
• selectively expose ourselves only to new information which agrees with our existing view;
• reverse a purchase decision; for instance, by taking a product back or selling it.
**Page reference:** 31
**c.** Reversing a purchase decision; for instance, by taking a product back or selling it.
**Feedback:** Incorrect. Following a product purchase, if we experience cognitive dissonance we might be motivated to reduce our anxiety by redefining our beliefs, attitudes, opinions, or values to make them consistent with our circumstances. We will also actively avoid situations which might increase our feeling of dissonance. To reduce dissonance we might:
• selectively forget information;
• minimize the importance of an issue, decision, or act;
• selectively expose ourselves only to new information which agrees with our existing view;
• reverse a purchase decision; for instance, by taking a product back or selling it.
**Page reference:** 31
*__d.__ All of the above options are correct.
**Feedback:** Correct. Following a product purchase, if we experience cognitive dissonance we might be motivated to reduce our anxiety by redefining our beliefs, attitudes, opinions, or values to make them consistent with our circumstances. We will also actively avoid situations which might increase our feeling of dissonance. To reduce dissonance we might:
• selectively forget information;
• minimize the importance of an issue, decision, or act;
• selectively expose ourselves only to new information which agrees with our existing view;
• reverse a purchase decision; for instance, by taking a product back or selling it.
**Page reference:** 31

**Type: multiple choice question**
**Title:** Chapter 02 Question 06
**6)** Jingles are often used in advertising. For example, GoCompare's annoying opera singer,



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Gio Compario. What learning theory is this example of?
**a.** Operant conditioning.
**Feedback:** Incorrect. This is an example of classical conditioning. Classical conditioning is a theory of learning propounded by Russian physiologist Ivan Pavlov, who carried out a series of experiments with his dogs. He realized that if he rang the bell before serving food, the dogs would automatically associate the sound of the bell (conditioned stimulus) with the presentation of the food (unconditioned stimulus), and begin salivating. Classical conditioning occurs when the unconditioned stimulus becomes associated with the conditioned stimulus. Jingles in advertising are good example of marketing's application of classical conditioning.
**Page reference:** 53
*__b.__ Classical conditioning.
**Feedback:** Correct. This is an example of classical conditioning. Classical conditioning is a theory of learning propounded by Russian physiologist Ivan Pavlov, who carried out a series of experiments with his dogs. He realized that if he rang the bell before serving food, the dogs would automatically associate the sound of the bell (conditioned stimulus) with the presentation of the food (unconditioned stimulus), and begin salivating. Classical conditioning occurs when the unconditioned stimulus becomes associated with the conditioned stimulus. Jingles in advertising are good example of marketing's application of classical conditioning.
**Page reference:** 53
**c.** Social learning.
**Feedback:** Incorrect. This is an example of classical conditioning. Classical conditioning is a theory of learning propounded by Russian physiologist Ivan Pavlov, who carried out a series of experiments with his dogs. He realized that if he rang the bell before serving food, the dogs would automatically associate the sound of the bell (conditioned stimulus) with the presentation of the food (unconditioned stimulus), and begin salivating. Classical conditioning occurs when the unconditioned stimulus becomes associated with the conditioned stimulus. Jingles in advertising are good example of marketing's application of classical conditioning.
**Page reference:** 53
**d.** Social conditioning.
**Feedback:** Incorrect. This is an example of classical conditioning. Classical conditioning is a theory of learning propounded by Russian physiologist Ivan Pavlov, who carried out a series of experiments with his dogs. He realized that if he rang the bell before serving food, the dogs would automatically associate the sound of the bell (conditioned stimulus) with the presentation of the food (unconditioned stimulus), and begin salivating. Classical conditioning occurs when the unconditioned stimulus becomes associated with the conditioned stimulus. Jingles in advertising are good example of marketing's application of classical conditioning.
**Page reference:** 53

**Type: multiple choice question**
**Title:** Chapter 02 Question 07
**7)** Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. This is referred to as:_____
**a.** buyclasses
**Feedback:** Incorrect. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases.
**Page reference:** 44
*__b.__ buyphases
**Feedback:** Correct. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases.
**Page reference:** 44
**c.** procurement
**Feedback:** Incorrect. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases.
**Page reference:** 44
**d.** tender

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**Feedback:** Incorrect. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases.
**Page reference:** 44

**Type: multiple choice question**
**Title:** Chapter 02 Question 08
**8)** In Maslow's Hierarchy of Needs theory our need to be valued and respected by ourselves and others is a/an:
*__a.__ esteem need.
**Feedback:** Correct. Maslow's Hierarchy of Needs theory states that we seek to satisfy our lower-order physiological needs first, before our safety needs, before our belongingness needs, our esteem needs, and finally our need for self-actualization. Our need to be valued and respected by our self and others is an esteem need or higher-order socio-psychological need.
**Page reference:** 38
**b.** higher-order physiological need.
**Feedback:** Incorrect. Maslow's Hierarchy of Needs theory states that we seek to satisfy our lower-order physiological needs first, before our safety needs, before our belongingness needs, our esteem needs, and finally our need for self-actualization. Our need to be valued and respected by our self and others is an esteem need or higher-order socio-psychological need.
**Page reference:** 38
**c.** low-order safety need.
**Feedback:** Incorrect. Maslow's Hierarchy of Needs theory states that we seek to satisfy our lower-order physiological needs first, before our safety needs, before our belongingness needs, our esteem needs, and finally our need for self-actualization. Our need to be valued and respected by our self and others is an esteem need or higher-order socio-psychological need.
**Page reference:** 38
**d.** low-order self-actualization need.
**Feedback:** Incorrect. Maslow's Hierarchy of Needs theory states that we seek to satisfy our lower-order physiological needs first, before our safety needs, before our belongingness needs, our esteem needs, and finally our need for self-actualization. Our need to be valued and respected by our self and others is an esteem need or higher-order socio-psychological need.
**Page reference:** 38

**Type: multiple choice question**
**Title:** Chapter 02 Question 09
**9)** This is the manner in which the individual copes and deals with his/her psychological and physical environment on a day-to-day basis', and 'the manner in which people conduct their lives, including their activities, interests, and opinions' (AMA, 2016). This is referred to as:_____. These are beliefs that underpin our attitudinal and behavioural systems. They are linked to our conscience, developed through the familial socialization process, through cultures and subcultures, our religious influences, and are frequently formed in early childhood:
**a.** Attitudes
**Feedback:** Incorrect. Marketers increasingly target consumers on the basis of their lifestyles. The AMA define lifestyle as 'the manner in which the individual copes and deals with his/her psychological and physical environment on a day-to-day basis', 'as a phrase describing the values, attitudes, opinions, and behaviour patterns of the consumer', and 'the manner in which people conduct their lives, including their activities, interests, and opinions' (AMA, 2016).
**Page reference:** 41
**b.** Opinions
**Feedback:** Incorrect. Marketers increasingly target consumers on the basis of their lifestyles. The AMA define lifestyle as 'the manner in which the individual copes and deals with his/her psychological and physical environment on a day-to-day basis', 'as a phrase describing the



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values, attitudes, opinions, and behaviour patterns of the consumer', and 'the manner in which people conduct their lives, including their activities, interests, and opinions' (AMA, 2016).
**Page reference:** 41
***c.** Lifestyles
**Feedback:** Correct. Marketers increasingly target consumers on the basis of their lifestyles. The AMA define lifestyle as 'the manner in which the individual copes and deals with his/her psychological and physical environment on a day-to-day basis', 'as a phrase describing the values, attitudes, opinions, and behaviour patterns of the consumer', and 'the manner in which people conduct their lives, including their activities, interests, and opinions' (AMA, 2016).
**Page reference:** 41
**d.** Motives
**Feedback:** Incorrect. Marketers increasingly target consumers on the basis of their lifestyles. The AMA define lifestyle as 'the manner in which the individual copes and deals with his/her psychological and physical environment on a day-to-day basis', 'as a phrase describing the values, attitudes, opinions, and behaviour patterns of the consumer', and 'the manner in which people conduct their lives, including their activities, interests, and opinions' (AMA, 2016).
**Page reference:** 41

**Type: multiple choice question**
**Title:** Chapter 02 Question 10
**10)** Which of the following is not one of the buyphases in organizational buyer behaviour (OBB)?
**a.** Product specification.
**Feedback:** Incorrect. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases. The buyphases consist of: Need/Problem Recognition, Product Specification, Supplier and Product Search, Evaluation of Proposals, Supplier Selection, Evaluation.
**Page reference:** 47
***b.** Evoke set development
**Feedback:** Correct. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases. The buyphases consist of: Need/Problem Recognition, Product Specification, Supplier and Product Search, Evaluation of Proposals, Supplier Selection, Evaluation.
**Page reference:** 47
**c.** Supplier and product search.
**Feedback:** Incorrect. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases. The buyphases consist of: Need/Problem Recognition, Product Specification, Supplier and Product Search, Evaluation of Proposals, Supplier Selection, Evaluation.
**Page reference:** 47
**d.** Evaluation of proposals.
**Feedback:** Incorrect. Organizational buyer behaviour (OBB) consists of a series of sequential activities through which organizations proceed when making purchasing decisions. Robinson, Faris, and Wind (1967) referred to these as buying stages or buyphases. The buyphases consist of: Need/Problem Recognition, Product Specification, Supplier and Product Search, Evaluation of Proposals, Supplier Selection, Evaluation.
**Page reference:** 47

**Type: true-false**
**Title:** Chapter 02 Question 11
**11)** Paul's computer is five years old and he is becoming annoyed by how slowly it operates. This scenario is an example of motive development.
***a.** True

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**Feedback:** Correct. This is an example of the motive development stage in the consumer proposition acquisition process. The process begins when we decide that we wish to obtain an offering. This involves the initial recognition that a problem needs solving. To solve the problem, we must first become aware of it.
**Page reference:** 29
**b.** False
**Feedback:** Incorrect. This is an example of the motive development stage in the consumer acquisition process. The process begins when we decide that we wish to obtain an offering. This involves the initial recognition that a problem needs solving. To solve the problem, we must first become aware of it.
**Page reference:** 29

**Type: true-false**
**Title:** Chapter 02 Question 12
**12)** New Task situation occurs when the organization is faced with a first-time buying situation. Risk is inevitably large at this point as there is little collective experience of the product/service or of the relevant suppliers.
***a.** True
**Feedback:** Correct. New Task - As the name implies, the organization is faced with a first-time buying situation. Risk is inevitably large at this point as there is little collective experience of the product/service or of the relevant suppliers. As a result of these factors there are normally a large number of decision participants. Each participant requires a lot of information and a relatively long period of time is needed for the information to be assimilated and a decision to be made.
**Page reference:** 46
**b.** False
**Feedback:** Incorrect. New Task - As the name implies, the organization is faced with a first-time buying situation. Risk is inevitably large at this point as there is little collective experience of the product/service or of the relevant suppliers. As a result of these factors there are normally a large number of decision participants. Each participant requires a lot of information and a relatively long period of time is needed for the information to be assimilated and a decision to be made.
**Page reference:** 46

**Type: true-false**
**Title:** Chapter 02 Question 13
**13)** There are three main types of buying situations. Referred to by Robinson, Faris, and Wind (1967) as buyclasses these are: new task, modified rebuy, and straight rebuy.
***a.** True
Feedback: Correct. There are three main types of buying situations. Referred to by Robinson, Faris, and Wind (1967) as buyclasses these are: new task, modified rebuy, and straight rebuy.
**Page reference:** 46
**b.** False
Feedback: Incorrect. There are three main types of buying situations. Referred to by Robinson, Faris, and Wind (1967) as buyclasses these are: new task, modified rebuy, and straight rebuy.
**Page reference:** 46

**Type: true-false**
**Title:** Chapter 02 Question 14
**14)** The search for information during the data gathering stages of the production acquisition process involves just an internal search of information from our memory.
**a.** True
**Feedback:** Incorrect. The consumer proposition acquisition process consists of six distinct stages. The search for information during the information gathering stage of the production acquisition process can involve an internal search. We consider what we already know about the problem and the offerings we might buy to solve our problem. Alternatively, it might be external, where we don't know enough about our problem and so we seek advice



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or supplementary information.
**Page reference:** 30
***b.** False
**Feedback:** Correct. The consumer proposition acquisition process consists of six distinct stages. The search for information during the information gathering stage of the production acquisition process can involve an internal search. We consider what we already know about the problem and the offerings we might buy to solve our problem. Alternatively, it might be external, where we don't know enough about our problem and so we seek advice or supplementary information.
**Page reference:** 30

**Type: true-false**
**Title:** Chapter 02 Question 15
**15)** An evoked set is a group of goods, brands, or services recalled during decision making from which a consumer makes their decision of which product, brand, or service to buy.
***a.** True
**Feedback:** Correct. A consumer is said to have an evoked set of products in mind when he/she comes to evaluate which particular product, brand, or service he/she wants to solve a particular problem.
**Page reference:** 30
**b.** False
**Feedback:** Incorrect. A consumer is said to have an evoked set of products in mind when he/she comes to evaluate which particular product, brand, or service he/she wants to solve a particular problem.
**Page reference:** 30

**Type: true-false**
**Title:** Chapter 02 Question 16
**16)** Cognitive dissonance is when we are not entirely happy with our purchase after buying it and we are motivated to re-evaluate our beliefs and opinions about the purchase.
***a.** True
**Feedback:** Correct. Cognitive dissonance is a psychological theory propounded by Leon Festinger in 1957, which proposes that we are motivated to re-evaluate our beliefs, attitudes, opinions or values if the position we hold on them at one point in time does not concur with the position held at an earlier period due to some intervening event, circumstance, or action.
**Page reference:** 31
**b.** False
**Feedback:** Incorrect. Cognitive dissonance is a psychological theory propounded by Leon Festinger in 1957, which proposes that we are motivated to re-evaluate our beliefs, attitudes, opinions or values if the position we hold on them at one point in time does not concur with the position held at an earlier period due to some intervening event, circumstance, or action.
**Page reference:** 31

**Type: true-false**
**Title:** Chapter 02 Question 17
**17)** The use of sales promotions to reinforce behaviour and encourage trial or purchase is an example of social learning.
**a.** True
**Feedback:** Incorrect. This is an example of operant conditioning. Operant Conditioning is learning through behavioural reinforcement. Skinner termed this 'reinforcement', as the behaviour would occur more readily in connection with a particular stimulus if the required resulting behaviour had been reinforced through punishment or reward. In marketing, consider the typical in-store sales promotion.
**Page reference:** 35
***b.** False
**Feedback:** Correct. This is an example of operant conditioning. Operant Conditioning is learning through behavioural reinforcement. Skinner termed this 'reinforcement', as the behaviour would occur more readily in connection with a particular stimulus if the required resulting behaviour had been reinforced through punishment or reward. In marketing,



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consider the typical in-store sales promotion.
**Page reference:** 35

**Type: true-false**
**Title:** Chapter 02 Question 18
**18)** Personality can be defined as that aspect of our psyche that determines the way in which we respond to our environment in a relatively stable way over time.
*__a.__ True
**Feedback:** Correct. Personality can be defined as that aspect of our psyche that determines the way in which we respond to our environment in a relatively stable way over time.
**Page reference:** 37
**b.** False
**Feedback:** Incorrect. Personality can be defined as that aspect of our psyche that determines the way in which we respond to our environment in a relatively stable way over time.
**Page reference:** 37

**Type: true-false**
**Title:** Chapter 02 Question 19
**19)** Most market research agencies routinely measure attitudes and purchasing patterns based on life stage to determine differences among groups.
**a.** True
**Feedback:** Incorrect. Most market research agencies routinely measure attitudes and purchasing
patterns based on life stage to determine differences among groups.
**Page reference:** 42
*__b.__ False
**Feedback:** Correct. Most market research agencies routinely measure attitudes and purchasing patterns based on life stage to determine differences among groups.
**Page reference:** 42

**Type: true-false**
**Title:** Chapter 02 Question 20
**20)** Users very often help set the technical specifications for the proposed purchase and assist the evaluation of alternative offerings by potential suppliers.
**a.** True
**Feedback:** Incorrect. Influencers very often help set the technical specifications for the proposed purchase and assist the evaluation of alternative offerings by potential suppliers. These may be consultants hired to complete a particular project. For example, an office furniture manufacturer will regard office managers as key decision-makers but understand that specifiers such as office designers and architects influence the office manager's decision about furniture decision.
**Page reference:** 44
*__b.__ False
**Feedback:** Correct. Influencers very often help set the technical specifications for the proposed purchase and assist the evaluation of alternative offerings by potential suppliers. These may be consultants hired to complete a particular project. For example, an office furniture manufacturer will regard office managers as key decision-makers but understand that specifiers such as office designers and architects influence the office manager's decision about furniture decision.
**Page reference:** 44

**Type: multiple choice question**
**Title:** Chapter 02 Question 21
**21)** There are various theories of personality. One popular approach categorizes people into different personality types or so-called _____.
**a.** self-concept
**Feedback:** Incorrect. How and what we buy is also based on our personalities. Personality is that aspect of our psyche which determines how we respond to our environment in a relatively stable way over time. There are various theories of personality. One popular approach



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categorizes people into different personality types or so-called traits.
**Page reference:** 37
*__b.__ traits
**Feedback:** Correct. How and what we buy is also based on our personalities. Personality is that aspect of our psyche which determines how we respond to our environment in a relatively stable way over time. There are various theories of personality. One popular approach categorizes people into different personality types or so-called traits.
**Page reference:** 37
**c.** looking-glass self
**Feedback:** Incorrect. How and what we buy is also based on our personalities. Personality is that aspect of our psyche which determines how we respond to our environment in a relatively stable way over time. There are various theories of personality. One popular approach categorizes people into different personality types or so-called traits.
**Page reference:** 37
**d.** habit
**Feedback:** Incorrect. How and what we buy is also based on our personalities. Personality is that aspect of our psyche which determines how we respond to our environment in a relatively stable way over time. There are various theories of personality. One popular approach categorizes people into different personality types or so-called traits.
**Page reference:** 37

**Type: multiple choice question**
**Title:** Chapter 02 Question 22
**22)** In an organisation, this member of DMU selects suppliers and manages the process whereby the required products are procured. They are known as: _____.
**a.** deciders
**Feedback:** Incorrect. Buyers or purchasing managers select suppliers and manage the process whereby the required products are procured. Buyers may not decide which product is to be purchased but they influence the framework within which the decision is made.
**Page reference:** 45
**b.** gatekeepers
**Feedback:** Incorrect. Buyers or purchasing managers select suppliers and manage the process whereby the required products are procured. Buyers may not decide which product is to be purchased but they influence the framework within which the decision is made.
**Page reference:** 45
*__c.__ buyers
**Feedback:** Correct. Buyers or purchasing managers select suppliers and manage the process whereby the required products are procured. Buyers may not decide which product is to be purchased but they influence the framework within which the decision is made.
**Page reference:** 45
**d.** influencers
**Feedback:** Incorrect. Buyers or purchasing managers select suppliers and manage the process whereby the required products are procured. Buyers may not decide which product is to be purchased but they influence the framework within which the decision is made.
**Page reference:** 45

**Type: multiple choice question**
**Title:** Chapter 02 Question 23
**23)** What is the group of products called that we consider when making a consumer purchase decision?
*__a.__ Evoked set.
**Feedback:** Correct. A consumer is said to have an evoked set of products in mind when he/she comes to evaluate which particular product, brand, or service he/she wants to solve a particular problem.
**Page reference:** 30
**b.** Customer options.
**Feedback:** Incorrect. A consumer is said to have an evoked set of products in mind when he/she comes to evaluate which particular product, brand, or service he/she wants to solve a particular problem.

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**Page reference:** 30
**c.** Desired set.
**Feedback:** Incorrect. A consumer is said to have an evoked set of products in mind when he/she comes to evaluate which particular product, brand, or service he/she wants to solve a particular problem.
**Page reference:** 30
**d.** Awareness set.
**Feedback:** Incorrect. A consumer is said to have an evoked set of products in mind when he/she comes to evaluate which particular product, brand, or service he/she wants to solve a particular problem.
**Page reference:** 30

**Type: multiple choice question**
**Title:** Chapter 02 Question 24
**24)** This feeling of dissonance may be particularly acute in a _____ purchase, e.g. cars, houses, holidays, high-value investment products.
***a.** high-involvement
**Feedback:** Correct. The concept of cognitive dissonance has significant application in marketing. Industrial or consumer purchasers are likely to feel cognitive dissonance if their expectations of proposition performance are not met in reality. This feeling of dissonance may be particularly acute in a high-involvement purchase, e.g. cars, houses, holidays, high-value investment products.
**Page reference:** 33
**b.** low-involvement.
**Feedback:** Incorrect. The concept of cognitive dissonance has significant application in marketing. Industrial or consumer purchasers are likely to feel cognitive dissonance if their expectations of proposition performance are not met in reality. This feeling of dissonance may be particularly acute in a high-involvement purchase, e.g. cars, houses, holidays, high-value investment products.
**Page reference:** 33
**c.** routine
**Feedback:** Incorrect. The concept of cognitive dissonance has significant application in marketing. Industrial or consumer purchasers are likely to feel cognitive dissonance if their expectations of proposition performance are not met in reality. This feeling of dissonance may be particularly acute in a high-involvement purchase, e.g. cars, houses, holidays, high-value investment products.
**Page reference:** 33
**d.** impulse
**Feedback:** Incorrect. The concept of cognitive dissonance has significant application in marketing. Industrial or consumer purchasers are likely to feel cognitive dissonance if their expectations of proposition performance are not met in reality. This feeling of dissonance may be particularly acute in a high-involvement purchase, e.g. cars, houses, holidays, high-value investment products.
**Page reference:** 33

**Type: multiple choice question**
**Title:** Chapter 02 Question 25
**25)** Nestlé sells green tea flavoured Kit Kats in Thailand is an example of the strategy of _____to the ethnic market.
**a.** total standardisation
**Feedback:** Incorrect. In a globalized society, marketers are increasingly interested in how we market goods and services to ethnic groups within particular populations. Cui (1997) proposes that in any country where there are ethnic marketing opportunities, a company has four main strategic options. Product adaptation—use the existing marketing mix but adapt the product to the ethnic market in question, e.g. Nestlé sells green tea flavoured Kit Kats in Thailand.
**Page reference:** 42
**b.** distribution adaptation
**Feedback:** Incorrect. In a globalized society, marketers are increasingly interested in how we



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market goods and services to ethnic groups within particular populations. Cui (1997) proposes that in any country where there are ethnic marketing opportunities, a company has four main strategic options. Product adaptation—use the existing marketing mix but adapt the product to the ethnic market in question, e.g. Nestlé sells green tea flavoured Kit Kats in Thailand.
**Page reference:** 42
*__c.__ product adaptation
**Feedback:** Correct. In a globalized society, marketers are increasingly interested in how we market goods and services to ethnic groups within particular populations. Cui (1997) proposes that in any country where there are ethnic marketing opportunities, a company has four main strategic options. Product adaptation—use the existing marketing mix but adapt the product to the ethnic market in question, e.g. Nestlé sells green tea flavoured Kit Kats in Thailand.
Page reference: 42
**d.** advertising adaptation
**Feedback:** Incorrect. In a globalized society, marketers are increasingly interested in how we market goods and services to ethnic groups within particular populations. Cui (1997) proposes that in any country where there are ethnic marketing opportunities, a company has four main strategic options. Product adaptation—use the existing marketing mix but adapt the product to the ethnic market in question, e.g. Nestlé sells green tea flavoured Kit Kats in Thailand.
**Page reference:** 42

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