Consumer Behavior 8th edition Hoyer Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 01— Understanding Consumer Behavior

True / False

1. Consumer behavior is the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by human decision-making units over time.
   a. True
   b. False

ANSWER: True

2. Consumer behavior reflects more than the way that a product is acquired by a single person at any one point in time.
   a. True
   b. False

ANSWER: True

3. Buying represents one type of acquisition behavior.
   a. True
   b. False

ANSWER: True

4. Usage is at the core of consumer behavior.
   a. True
   b. False

ANSWER: True

5. Disposition is the process by which a consumer uses an offering.
   a. True
   b. False

ANSWER: False

6. The many factors that affect acquisition, usage, and disposition decisions are classified into four broad domains: the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes and issues.
   a. True
   b. False

ANSWER: True

7. Before consumers can make decisions, they must have some source of knowledge or information upon which to base their decisions.
   a. True
   b. False

ANSWER: True

8. Culture refers to the typical or expected behaviors, norms, and ideas that characterize a group of people.
   a. True
   b. False

ANSWER: True

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9. One reason marketing managers study consumer behavior is to create public awareness of inappropriate practices.
   a. True
   b. False

ANSWER: False

10. Marketing managers need to understand consumer behavior to protect consumers from unfair, unsafe, or inappropriate marketing practices.
   a. True
   b. False

ANSWER: False

11. Research indicates that consumers find it difficult to understand the differences between brands when they view a chart, matrix, or grid comparing brands and their attributes.
   a. True
   b. False

ANSWER: False

12. A brand name is better remembered when placed in an ad that has interesting and unrelated visuals.
   a. True
   b. False

ANSWER: False

Multiple Choice

13. An offering is a product, service, activity, experience, or idea:
   a. that is acquired but not used by consumers.
   b. that is used but not acquired by consumers.
   c. marketed by a firm but not yet available in the marketplace.
   d. made available by a marketing organization to consumers.
   e. that is in the marketplace but not yet accepted by consumers.

ANSWER: d

14. The process by which a consumer comes to own or experience an offering is known as _____.
   a. usage
   b. disposition
   c. comprehension
   d. acquisition
   e. perception

ANSWER: d

15. Which of the following statements is true of acquisition behavior?
   a. Attitudes toward materialism, status, and self-concept do not play a role in acquisition behavior.
   b. Consumers tend to procrastinate in redeeming coupons and gift cards when deadlines are close.
   c. Ways of obtaining goods and services include renting, leasing, trading, and sharing.

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d. Disposition represents one type of acquisition behavior.

e. Acquisition behavior of one customer is not linked with disposition behavior of another customer.

ANSWER: c

16. Candice runs a small café. At the end of the day, she recycles all paper and plastic. In the context of consumer behavior, this is an example of _____.

a. preattentive processing

b. purchase behavior

c. acquiring behavior

d. disposition behavior

e. usage behavior

ANSWER: d

17. Which of the following statements is true of consumer behavior?

a. It is limited to the study of how consumers buy products.

b. It reflects the actions of a single consumer rather than a group of consumers.

c. It is related to how consumers make acquisition decisions rather than disposition decisions.

d. It deals with the purchase of tangible goods but not services.

e. It can affect decisions about managing debt.

ANSWER: e

18. Identify a true statement about the consumer behavior process.

a. Consumers generally do not make decisions about where to consume various products.

b. Culture does not influence consumers' disposition or usage behavior but does influence acquisition.

c. Consumer behavior is a dynamic process.

d. Finding a new use for a tangible product is a way to dispose of an offering temporarily.

e. Lending represents one type of acquisition behavior.

ANSWER: c

19. Jackson wants to buy a computer. His friend, Hassan, researches the various brands of computers in the market and helps Jackson choose one. As Jackson is about to buy it, Jackson's father mentions that the brand Jackson has chosen is mediocre compared with the other brands in the market. In this scenario, Jackson's father plays the role of the _____.

a. influencer

b. devil's advocate

c. user

d. ethicist

e. policy maker

ANSWER: a

20. Alexis and her family are thinking about getting a new big-screen television. She has researched different brands, models, and prices of televisions from the Internet. In this scenario, Alexis is the _____.

a. policy maker

b. purchaser

c. influencer

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d. disposer
e. cord-cutter

ANSWER: b

21. Disposable cameras were unsuccessful when they were launched in the market. Consumers doubted whether they could take good pictures. When disposable cameras were repositioned "for those who forgot their camera on vacation" or "for those who do not want to ruin their expensive camera on the beach or slopes," sales increased. This demonstrates a successful example of marketers understanding:
a. how consumers dispose of cameras.
b. why consumers acquire cameras.
c. media marketing techniques.
d. the limits of disposable optical engineering.
e. the information search process.

ANSWER: b

22. Buying, trading, and bartering are examples of consumers engaging in _____.
a. usage
b. acquisition
c. positioning
d. repositioning
e. white sales

ANSWER: b

23. Austin likes to drink soda. He takes the empty bottles and cans that he has collected to his partner, who uses them to make art. This is an example of how to:
a. dispose a product.
b. find new use for an offering.
c. share an offering.
d. get rid of items temporarily.
e. get rid of items permanently.

ANSWER: b

24. Zach, a tennis player, has fractured his elbow and has been advised not to play tennis for a few months. He decides to temporarily dispose of his tennis racket until he has healed. In this case, which of the following should Zach do to accomplish this?
a. He should sell his tennis racket.
b. He should rent his tennis racket.
c. He should throw away his tennis racket.
d. He should send his tennis racket to a recycling center.
e. He should give his tennis racket away.

ANSWER: b

25. Which of the following is a way to get rid of an offering temporarily?
a. Find a new use for the offering

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b. Lend the offering
c. Throw away the offering
d. Send the offering to a recycling center
e. Give the offering away

ANSWER: b

26. Which of the following is a way of disposing of an offering permanently?
a. Buying
b. Borrowing
c. Finding
d. Selling
e. Leasing

ANSWER: d

27. Fructose Inc., a soft drink manufacturer, has launched a new advertising campaign. The slogan of the campaign is "Orange juice isn't just for breakfast anymore." The campaign is an example of:
a. encouraging the collection of products.
b. changing why people use orange juice.
c. changing how people use orange juice.
d. changing whether people use orange juice.
e. affecting when people use orange juice.

ANSWER: e

28. Which of the domains that affect consumer behavior covers motivation, ability, and opportunity; exposure, attention, perception, and comprehension; memory and knowledge; and attitudes about an offering?
a. The psychological core
b. The process of making decisions
c. The consumer's culture
d. Consumer behavior outcomes
e. Behavior within a firm

ANSWER: a

29. When consumers have the opportunity to be exposed to information about a product, they need to attend to information by_____.
a. disposition
b. perception
c. developing attitudes toward it
d. forming memories
e. recognizing problems

ANSWER: b

30. Terrell, a pianist, wants to join a famous orchestra. He wants to buy an antique piano that has been put up for sale so that he can practice. In the context of consumer behavior, Terrell's desire to buy the piano is an example of _____.
a. information search

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b. perception
c. motivation
d. exposure
e. postpurchase evaluation

ANSWER: c

31. Alex plans to purchase a new automobile. His experience as an auto mechanic helps him decide which automobile will be suitable for him. Regarding the purchase of the new automobile, Alex's experience as an auto mechanic acts as the _____.

a. ability
b. perception
c. symbol
d. exposure
e. opportunity

ANSWER: a

32. While on vacation, Makayla spends time researching a computer she wants to purchase. Her vacation provides her with the _____.

a. attention to learn as much as she can about the computer
b. perception to learn as much as she can about the computer
c. motivation to learn as much as she can about the computer
d. exposure to learn as much as she can about the computer
e. opportunity to learn as much as she can about the computer

ANSWER: e

33. Sophia wants to learn about the latest developments in agricultural tools and equipment. She attends many trade shows and conferences on these products. In this case, Sophia ‘s action of attending these events is an example of _____.

a. making judgement
b. making a postpurchase evaluation
c. using symbols
d. gaining exposure
e. retrieving memory

ANSWER: d

34. Benjamin has been buying generic brake oil for years. When he watches an advertisement for a new type of brake oil, he pays attention to the ad and understands the information in it. In this scenario, Benjamin is involved in _____.

a. problem recognition
b. finding opportunity
c. disposition
d. perception
e. making a postdecision evaluation

ANSWER: d

35. Which of the following statements is true of attitudes?

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a. They tend to not change over time.
b. They are conscious and definite choices.
c. They always culminate in a purchase decision.
d. They tend to not play a role in acquisition behavior.
e. They do not always predict behavior.

ANSWER: e

36. Problem recognition occurs when we:
a. form an attitude.
b. purchase an offering.
c. expose ourselves to persuasive information.
d. realize that we have an unfulfilled need.
e. categorize information in a schematic framework.

ANSWER: d

37. Jordan wants to purchase a new mouse for his computer. He wants it to be ergonomic, functional, and durable. He invests considerable time and energy before making a decision. This is an example of _____.
a. a disposition method
b. long-term memory retrieval
c. a high-effort decision
d. postdecision evaluation
e. diffusion of ideas

ANSWER: c

38. Jeremiah goes to a restaurant for dinner with his family. The service and the food at the restaurant are not up to standard. After they leave, Jeremiah wonders whether his choice of restaurant was good. In this case, Jeremiah is in which stage of making decisions?
a. problem recognition
b. information search
c. pretesting
d. postpurchase evaluation
e. acquisition

ANSWER: d

39. Abbey wants to be a professional soccer player. She tries to emulate the behavior of National Women's Soccer League (NWSL) players and pays attention to the advertisements that use NWSL players as spokespersons. In this scenario, Abbey regards the NWSL players as _____.
a. a reference group
b. policy makers
c. an advocacy group
d. a target group
e. ethicists

ANSWER: a

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40. The external signs we use, consciously or unconsciously, to express our actual or desired identity are known as _____.
    a. addictions
    b. inept sets
    c. inert sets
    d. attitudes
    e. symbols

ANSWER: e

41. Elijah is a trained mountain climber. He is a member of a mountaineering club and dons the club's T-shirt during his expeditions. In this scenario, Elijah 's T-shirt is an example of _____.
    a. a profane thing
    b. internal locus of control
    c. a symbol
    d. external locus of control
    e. a consideration set

ANSWER: c

42. For whom is understanding consumer behavior crucial in developing policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices?
    a. consumer cooperatives
    b. managers
    c. regulators
    d. reference groups
    e. advertisers

ANSWER: c

43. Which of the following is a reason why academics understand consumer behavior?
    a. They generate knowledge about consumer behavior when they conduct research focusing on how consumers act, think, and feel.
    b. They influence consumers as well as the targeted companies through strategies such as media statements and boycotts.
    c. They develop policies and rules to protect consumers from unfair, unsafe, or inappropriate marketing practices.
    d. They follow companies tracking what consumers do online.
    e. They support an enforceable "do not track" mechanism that would allow consumers to opt out of online tracking systems.

ANSWER: a

44. Fourlotts Corp., a safety equipment manufacturer, sends brochures of its latest safety equipment to neighborhoods where theft or robbery is highly prevalent. In this scenario, Fourlotts Corp. is:
    a. making distribution decisions.
    b. organizing sales promotions.
    c. determining consumer satisfaction with the attributes of a product.
    d. selecting a target market from among numerous segments.

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e. acting as policy makers.

ANSWER: d

45. Which of the following statements is true of perceptual maps?
a. The farther companies are to one another on the map, the more similar they are perceived to be.
b. The closer companies are to one another on the map, the less likely they are to be competitors.
c. Brands in the same quadrant of the map are perceived as offering similar benefits to consumers.
d. Perceptual maps cannot be used to determine how offerings can be positioned.
e. Perceptual maps are not depicted as graphs.

ANSWER: c

46. Which of the following statements is true of positioning?
a. Positioning helps marketers identify consumers who have needs that are not being met.
b. The desired image should reflect how a product is similar to the competition.
c. Positioning helps consumers identify ways to dispose of an offering.
d. In a perceptual map, positioned brands share the same quadrant of other brands in the market.
e. Positioning should suggest that the product is superior in one or more attributes valued by the target market.

ANSWER: e

47. Scorla Foods, a food products manufacturer, initially manufactured all kinds of food products. Recently, the company started to manufacture and market only organic food products. Due to this change, the company came to be identified as a manufacturer of organic products. In this case, Scorla Foods is involved in _____.
a. repositioning
b. co-branding
c. acquisition
d. resistance
e. problem recognition

ANSWER: a

48. Which of the following statements is true of marketing communication?
a. Word of mouth spreads fastest through traditional print media.
b. Word of mouth is marketer-controlled.
c. Word of mouth seems less credible to consumers than messages directly controlled by marketers.
d. Sales promotions include premiums, contests, sweepstakes, free samples, coupons, and rebates.
e. A perceptual map measures consumers' physiological and neurological responses to marketing communications.

ANSWER: d

49. Magnira Inc. is trying to promote its cosmetics. It offers discounts to customers who post about its products' benefits in their social media accounts. This enables others to know about the company's products. In this case, customers of Magnira Inc. are involved in _____.
a. co-branding
b. disposing
c. word of mouth

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d. brand extension
e. perceptual mapping

ANSWER: c

50. The advertising department of Locder Inc. has come up with a new set of advertising campaigns. The advertising manager determines the effectiveness of the new ads before they are broadcast. In this scenario, the advertising manager of Locder Inc. is involved in _____.

a. advertising copy testing
b. misleading advertising
c. disposition
d. perceptual mapping
e. white sales

ANSWER: a

51. One reason why so many prices end in the number 9 is that they:

a. conform to pricing orthodoxy.
b. are easy to understand for consumers.
c. enhance consumer perception of product quality.
d. are perceived by consumers to be less expensive.
e. are fixed by market demand as default.

ANSWER: d

52. Which of the following statements is true of the influence of price on consumers' acquisition, usage, and disposition decisions?

a. When making a purchase, consumers consider how much they must pay in relation to the price of other relevant brands.
b. Consumers perceive prices that end in the number 0 to be cheaper than prices that end in 99.
c. Consumers respond better to a discount presented as a specific amount of money subtracted from the regular price than to a discount presented as a percentage off the regular price.
d. When buying multiple units of a service for one bundled price, consumers feel a great loss if they use only some of the units.
e. Generally, consumers tend to underestimate how much others will pay for goods, particularly when they are selling a product they own.

ANSWER: a

53. Pentrall Bros. is a seller of used automobiles. A research study conducted by an outside source indicates that it is actually more friendly to the environment to purchase a used gas-powered car than it is to purchase a new electric vehicle. In light of this, the company makes sure to highlight this in the marketing of their used gas-powered vehicles. In this scenario, Pentrall Bros. is trying to use which of the following concepts?

a. The endowment effect
b. Disposition
c. The sleeper effect
d. Repositioning
e. Product positioning

ANSWER: d

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54. Weldine Inc. is an online seller of second-hand electronics. On Black Friday, it sells its products at a discount of 80 percent. This is an example of _____.

a. advertising copy testing
b. misleading advertising
c. pretesting
d. perceptual mapping
e. white sales

ANSWER: e

55. Brianna is looking to purchase a new cell phone. Her friend, Gabrielle, checks out the different phones with Brianna at the local electronics store but ultimately recommends that she purchase the same phone that Gabrielle uses. As Brianna is about to buy it, Brianna's parent tells her that the phone Brianna has chosen is too expensive compared to others that they are willing to help her purchase. In this scenario, Brianna's parent plays the role of _____.

a. policy maker
b. devil’s advocate
c. user
d. ethicist
e. influencer

ANSWER: e

56. Oceanic Delights, a seafood processing company, initially offered a wide variety of seafood items. Recently, the company shifted its focus to exclusively source and market sustainably caught seafood. As a result of this change, the company is now recognized as a provider of eco-friendly seafood options. In this situation, Oceanic Delights is involved in _____.

a. resistance
b. co-branding
c. acquisition
d. repositioning
e. problem recognition

ANSWER: d

Essay

57. Explain consumer behavior.

ANSWER: Responses will vary. Consumer behavior refers to the totality of consumers' decisions regarding the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by human decision-making units over time. It encompasses various aspects, such as:
1. Involving goods, services, activities, experiences, people, places, and ideas.
2. Acquisition, which includes not only buying but also renting, leasing, trading, and sharing.
3. Usage, which symbolizes who we are, what we value, and what we believe.
4. Disposition, which refers to how consumers get rid of offerings they have previously acquired.
5. Managing money and making financial decisions.
6. Consumer behavior being a dynamic process that can occur over time in a dynamic order, with broader changes happening over time as well.

58. Discuss the acquisition, usage, and disposal decisions that a consumer must make.

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ANSWER: Responses will vary.
1. Acquisition: Consumers acquire offerings in various ways, such as buying, renting, leasing, trading, and sharing. They also make decisions about time and money when acquiring offerings. Consumers' preferences can be better signaled by the amount of time or effort spent on a purchase rather than the amount of money spent. Deadlines can also affect acquisition behavior, as consumers may procrastinate in redeeming coupons and gift cards with far-future deadlines but move more quickly when deadlines are closer.

2. Usage: Usage is at the core of consumer behavior, and the use of certain products can symbolize something about a person's identity, values, and beliefs. Marketers must be sensitive to when consumers are likely to use a product, whether they find it effective, whether they control their consumption of it, and how they react after using it. In terms of services, the customer experience is critical, as consumers interact with firms through a myriad of touchpoints, requiring companies to maximize the customer experience at every point of their journey.

3. Disposal: Disposition refers to how consumers get rid of offerings they have previously acquired, which can have important implications for marketers. Consumers can dispose of their used possessions by giving them away, recycling, selling, renting via sharing websites, or lending to others. Environmental concerns are growing among consumers and marketers, with eco-minded consumers seeking out biodegradable products made from recycled materials or choosing goods that do not pollute when disposed of. Marketers can capitalize on disposition concerns by offering products made from used packaging and recycled materials.

59. Explain consumer behavior as a dynamic process.

ANSWER: Responses will vary. Consumer behavior is a dynamic process involving acquisition, consumption, and disposition decisions over varying time periods. It is influenced by factors such as market design, changing environmental attitudes, societal shifts, and major life events. This leads to evolving habits, priorities, and brand preferences among consumers.

60. Explain how consumers decide whether to acquire, use, or dispose of an offering.

ANSWER: Responses will vary. Consumers decide whether to acquire, use, or dispose of an offering based on various factors such as personal goals, safety concerns, economic, social, or psychological risks, and environmental cues. These decisions can also be influenced by factors like self-control, similarity with salespeople, and situational contexts like lotteries. Some consumers prefer "liquid" consumption, which is short-term and access-based, as opposed to "solid" consumption, which involves ownership and long-term use of products.

61. Explain why it is important for marketers to understand why consumers acquire, use, or dispose of products.

ANSWER: Responses will vary. It is important for marketers to understand why consumers acquire, use, or dispose of products because these behaviors are closely tied to the consumers' needs, values, or goals. By understanding these factors, marketers can better cater to the consumers and develop customized products that make them feel unique. Additionally, understanding consumers' attitudes towards money, materialism, status, emotions, and self-control can help marketers create offerings that resonate with their target audience. In some cases, consumers may have conflicting reasons for using a product, which can lead to difficult consumption decisions. Being aware of these conflicts helps marketers address the challenges faced by consumers and create more effective marketing strategies.

62. Discuss ways of acquiring an offering.

ANSWER: Responses will vary. There are various ways of acquiring an offering, including buying from a store, mall, online, or at an auction. Consumers may also decide to pay with different methods, such as cash, check, debit card, credit card, electronic systems like PayPal, or mobile wallet apps like Apple Pay. Furthermore, the text highlights alternative ways of acquiring offerings, such as using services like Zipcar or Uber instead of purchasing cars, which is part of the growing "sharing economy" or "peer-to-peer" business model facilitated

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by online communities like Uber, Lyft, Airbnb, and Task Rabbit.

63. Discuss ways of using an offering.

ANSWER: Responses will vary. There is an importance of proper usage of offerings, especially in cases where improper usage can create health and safety problems. Marketers should understand how consumers process label information to make warnings more effective. Using an offering can involve considering what we use with the offering, such as complementary products (e.g., chips with salsa). How we store and organize offerings in our homes can affect the way we use them. People like to have things organized, as it can reduce anxiety and provide a sense of control. Different individuals may have varying perspectives on organization. Offerings are often used as part of our everyday routines, such as brushing our teeth or doing laundry. Consumers enjoy routines because they convey a sense of normalcy, ease, and safety. People may have a preference for using products in secret, as it can make them more preoccupied with the product and increase their liking for it.

64. Sydney wants to dispose of her unused bike permanently. Discuss ways to dispose of her bike permanently.

ANSWER: Responses will vary. There are several options for Sydney to dispose of a tangible product permanently:
1. Throwing away the item: The person can dispose of the bike in the trash, although this may not be the most environmentally friendly option.
2. Sending it to a recycling center: The bike can be taken to a recycling center, where its parts can be recycled and repurposed, reducing waste and environmental impact.
3. Trading it: The bike can be traded with someone else for another item, allowing both parties to benefit from the exchange.
4. Giving it away: The person can give the bike to someone who might need or want it, contributing to a sense of community and goodwill.
5. Selling it: The bike can be sold to someone else, allowing the owner to recoup some of the cost while providing a new user with a bicycle.

65. Briefly explain the four domains of consumer behavior.

ANSWER: Responses will vary.
1. Psychological core: This domain encompasses the internal processes that affect consumer behavior, such as motivation, ability, exposure, perception, attention, comprehension, attitude development, and memory formation.
2. Process of making decisions: This domain refers to the steps consumers take in making decisions that affect outcomes like buying new products. It is influenced by the psychological core, as consumers must engage in its processes to arrive at a decision.
3. Consumer's culture: This domain includes the external factors such as age, gender, social class, ethnicity, families, friends, and other factors that affect consumer values and lifestyles. The cultural environment affects consumers' motivation, information processing, and the kinds of decisions they make.
4. Consumer behavior outcomes: This domain refers to the results of consumers' decisions, which are influenced by the psychological core, decision-making processes, and cultural factors. These outcomes can include product acquisition, usage, and disposition decisions.

66. Explain how motivation, ability, and opportunity impact the consumer decision-making process.

ANSWER: Responses will vary.
1. Motivation: One's motivation drives them to gather and process information about their options, which influences their decision-making process.
2. Ability: One's ability to understand and assess the pros and cons of each choice will impact their decision-making process and help them make an informed choice.
3. Opportunity: Having the opportunity to dedicate time and effort to gather information and reflect on options is crucial for the decision-making process, allowing one to make a well-thought-out choice.

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67. Describe the process of exposure, perception, attention.

ANSWER: Responses will vary.
1. Exposure: Someone may be exposed to relevant information by exploring options.
2. Perception: Someone is likely to encounter information that they may not consciously perceive or pay attention to, but still process the information in order to make an informed decision.
3. Attention: Some will not attend to all the information they come across but must focus on the most relevant details to help make the best decision.

68. Discuss how customers form and change attitudes toward decisions.

ANSWER: Responses will vary.
1. Forming attitudes: Customers form attitudes based on the information they gather and their personal experiences.
2. Changing attitudes: Attitudes can change as customers encounter new information.
3. Attitudes and choices: It is important to note that attitudes do not always predict behavior. Even though customers may have positive attitudes toward certain options, their actual choices may not always align with these attitudes. This is why attitudes and choices are considered separate topics.

69. List the four stages involved in the process of making decisions.

ANSWER: Responses will vary. The four stages involved in the process of making decisions are problem recognition, information search, decision-making, and postpurchase evaluation.

70. Explain a high-effort decision.

ANSWER: Responses will vary. A high-effort decision is one where a person is willing to invest a significant amount of time and exert mental and emotional energy in making the decision. During a high-effort decision-making process, the individual is motivated to expose themselves to a lot of information, think deeply about it, analyze it critically, and form attitudes based on that information. The decision-making process often results in lasting memories, as the individual has put much thought into it.

71. Explain the stage of making postpurchase evaluation in the process of making decisions.

ANSWER: Responses will vary. The postpurchase evaluation stage occurs after a consumer has made a decision and experienced the outcome. In this stage, the consumer judges whether the decision was correct based on their experiences and expectations. Three potential outcomes can arise from the postpurchase evaluation: satisfaction, delight, dissatisfaction.

72. Explain how consumers' culture affects their behavior.

ANSWER: Responses will vary. Culture can significantly impact human behavior, including consumption decisions and how we process information. It is essential to consider consumers' cultural backgrounds when studying their behavior and making marketing decisions.

73. Explain how reference groups influence consumer decision-making.

ANSWER: Responses will vary. Reference groups are people who share similar values and whose opinions are respected by the consumer. These groups can influence consumer decision-making by providing advice through word of mouth or social media, and by serving as role models for behavior. Celebrities, athletes, and other influential figures can also serve as reference groups and influence how consumers evaluate information and make choices. Reference groups can make consumers feel pressure to conform to certain behaviors or decisions, such as attending a particular school or purchasing a specific product.

74. Explain how diversity, household, and social class influence a consumer's decisions.

ANSWER: Responses will vary. Understanding how diversity, household, and social class influence consumer decisions

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is critical in marketing and advertising to target specific consumer groups effectively.

75. Discuss how knowledge and information about consumer choices spread or diffuse through a market.

ANSWER: Responses will vary. When a consumer makes a decision about a product or service, they may share that information with others, leading to the diffusion or spread of that information. This can influence the choices of others, either positively or negatively. Understanding how knowledge and information diffuse through a market is essential in marketing and advertising to target specific consumer groups effectively.

76. Explain how understanding consumer behavior helps marketers.

ANSWER: Responses will vary. Understanding consumer behavior provides critical information to marketing managers for developing effective marketing strategies and tactics. By studying consumer behavior, marketers can gain insights into what consumers and clients value, which allows them to develop, communicate, and deliver appropriate goods and services that have value for customers, clients, partners, and society at large. This understanding can also help marketers to identify opportunities and challenges in the marketplace and develop effective marketing campaigns that resonate with their target audience.

77. Explain why understanding consumer behavior is crucial for ethicists and advocacy groups.

ANSWER: Responses will vary. Understanding consumer behavior is crucial for ethicists and advocacy groups because marketers' actions sometimes raise ethical questions. Concerned consumers may form advocacy groups to create public awareness of inappropriate marketing practices and influence other consumers as well as the targeted companies through media statements and boycotts. By understanding consumer behavior, ethicists and advocacy groups can identify and address unethical marketing practices and protect consumers' rights.

78. Briefly explain why understanding consumer behavior is crucial for public policy makers and regulators.

ANSWER: Responses will vary. Understanding consumer behavior is crucial for legislators, regulators, and government agencies to develop policies and rules that protect consumers from unfair, unsafe, or inappropriate marketing practices. By understanding how consumers comprehend and categorize information, regulators can recognize and guard against misleading advertising, improve consumer welfare, and influence marketing activities.

79. Discuss how market segmentation impacts consumer behavior.

ANSWER: Responses will vary. Market segmentation is a critical aspect of marketing that impacts consumer behavior. Consumer research helps marketers identify and understand the various groups of consumers within the marketplace so that they can develop a strategy and specific offerings that provide value to customers. By understanding consumer behavior, marketers can determine which consumer groups are appropriate targets for marketing tactics and how heavy users of a product differ from light users. Additionally, marketers need to identify who is likely to be involved in acquisition, usage, and disposition decisions, as what one consumer values in a product may not be the same as another.

80. Briefly explain how understanding consumer behavior helps marketers in selecting target markets.

ANSWER: Responses will vary. Consumer behavior research helps marketers to segment the market based on the needs of the target market, identify profitable segments, learn about the characteristics of consumers in each segment, and determine customer satisfaction with existing offerings. Marketers can use this information to develop new products or tailor existing ones to meet the needs of different consumer groups, develop effective marketing messages, and create a brand image that resonates with the target market. Companies like Coca-Cola and Harley-Davidson have been successful in segmenting their markets based on consumer behavior research.

81. Discuss how marketers apply consumer research when making decisions about products and branding.

ANSWER: Responses will vary. Marketers apply consumer research when making decisions about products and branding,

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including designing offerings that match consumer wants and needs, modifying or tailoring products to meet the needs of new or existing consumer groups, choosing a brand and differentiating it from competing brands, and making decisions about packaging and logos. Consumer research is also used to generate new product ideas, as seen with Starbucks and LEGO's crowdsourcing websites.

82. Explain how a product can be positioned in consumers' minds.

ANSWER: Responses will vary. Companies use consumer research to understand what image an offering should have in the eyes of consumers and what messages will effectively support this image. The positioning should suggest that the product is superior in one or more attributes valued by the target market. Marketers sometimes conduct research to see how consumers view other brands in comparison with their own and then plot the results on a graph called a perceptual map.

83. Explain how marketers make promotion and marketing communications decisions.

ANSWER: Responses will vary. Consumer research can be useful in determining advertising objectives, such as enhancing brand-name awareness, brand knowledge, or encouraging positive attitudes about a product. Research can also help determine the most effective words, visuals, and balance of text and images for ad and brand recognition and recall. Marketers can use research to identify sales promotion objectives and tactics, and research can also prevent pitfalls such as offering coupons to certain consumers who won't redeem them for fear of looking stingy. Consumer researchers can help evaluate sales promotions, such as whether a free sample has been more effective than a price promotion or how consumers react after a sales promotion has been discontinued.

84. Explain how the price of a product or service influences consumers' acquisition, usage, and disposition decisions.

ANSWER: Responses will vary. Marketers need to understand how consumers react to price and use this information in pricing decisions. Consumers perceive prices ending in 9 to be cheaper, and they respond better to a discount presented as a percentage off the regular price rather than a specific amount of money subtracted from the regular price. Consumers also consider how much they must pay in relation to the price of other relevant brands or to the price they previously paid for that product, so marketers must be aware of these reference prices. Some consumers are very price sensitive, meaning that a small change in price will have a large effect on consumers' willingness to purchase the product. Other consumers are price insensitive and thus likely to buy an offering regardless of its price. The text also mentions that marketers can use research to determine which consumers are likely to be price sensitive and when, and when to use certain price tactics such as offering deals during "white sales," "Prime Day," or leading up to the Super Bowl.

85. Discuss what to keep in mind while making distribution decisions that involve how products are distributed and sold to consumers.

ANSWER: Responses will vary. Aspects to keep in mind while making distribution decisions are understanding where and when target consumers are likely to shop, what they want to see in stores, and how stores should be designed. Marketers must conduct consumer research to develop effective distribution channels that allow consumers to acquire or use offerings whenever and wherever it is most convenient for them. With the increase in online shopping due to its convenience, retailers must design websites for friendly functionality on devices used by targeted consumer groups, such as smartphones.

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