Consumer Behavior Building Marketing Strategy 15th edition Mothersbaugh Test Bank

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CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Marketing across cultural boundaries is a difficult and challenging task.
   - ◎ true
   - ◎ false

2) While culture heavily influences marketing strategy, culture is not influenced by marketing strategy.
   - ◎ true
   - ◎ false

3) According to Euromonitor International's 10 Global Consumer Types, Inspired Adventurers are willing to spend their money on experiences and luxury brands to support their lifestyle and image. They "want to have and be the best."
   - ◎ true
   - ◎ false

4) According to Euromonitor International's 10 Global Consumer Types, Secure Traditionalists are the largest group of global consumers in China.
   - ◎ true
   - ◎ false

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5) Cultures are static and rarely change.
   - ◎ true
   - ◎ false

6) Other-oriented values reflect a society's view of the appropriate relationships between individuals and groups within that society.
   - ◎ true
   - ◎ false

7) Collectivism is a defining characteristic of American culture.
   - ◎ true
   - ◎ false

8) The family unit is the basis for virtually all societies.
   - ◎ true
   - ◎ false

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9) The changing and expanding roles of women throughout much of the world is creating new opportunities as well as challenges for marketers.
- ◎ true
- ◎ false

10) Power gap refers to the degree to which people accept inequality in power, authority, status, and wealth as natural or inherent in society.
- ◎ true
- ◎ false

11) Terminal materialism is the acquisition of things to enable one to do something.
- ◎ true
- ◎ false

12) The meaning of time varies between cultures in two major ways: time perspective and interpretations assigned to specific uses of time.
- ◎ true
- ◎ false

13) Personal space refers to the nearness that others can come to you in various situations without your feeling uncomfortable.
- ◎ true
- ◎ false

14) The color blue connotes femininity in Holland but masculinity in Sweden and the United States.
- ◎ true
- ◎ false

15) The largest single influence toward uniformity among youth worldwide is education.
- ◎ true
- ◎ false

16) Psychographics describe a population in terms of its size, structure, and distribution.
- ◎ true
- ◎ false

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17) Adapting products and services to local considerations is known as localizing.
- ◎ true
- ◎ false

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

18) Brands may struggle when doing business in a new market in another country or culture for which of the following reasons?
- A) The brand does not stand out in the new market.
- B) The brand adapts to the new market's consumer tastes.
- C) Consumers in the new market are aware of the brand.
- D) All of the answers are correct.
- E) None of the answers are correct.

19) Which of the following is a cultural factor that affects consumer behavior and marketing strategy?
- A) demographics
- B) values
- C) language
- D) nonverbal communications
- E) All of the answers are correct.

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20) Howard Industries is a computer manufacturer located in Laurel, MS. This company is interested in expanding internationally. Which of the following is a cultural factor that affects consumer behavior and marketing strategy that Howard Industries needs to be aware of?
- A) nonverbal communications
- B) natural resources
- C) economic conditions
- D) exchange rates
- E) All of the answers are correct.

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21) Which of the following statements is FALSE regarding cross-cultural marketing?
A) Marketing across cultural boundaries is a difficult and challenging task.
B) Increasingly, globalization means mutual influence as products, brands, cultures, and values move back and forth across the world.
C) There are both subtle and direct ethical issues involved in international marketing.
D) While marketing strategy is heavily influenced by cultural factors, it does not influence aspects of cultures.
E) Cultures may differ in demographics, languages, nonverbal communications, and values.

22) Which one of the global consumer types identified by Euromonitor International likes to stay current with the latest trends, but seeks out bargains and discounts when buying new products?
A) Secure Traditionalists
B) Impulsive Spender
C) Minimalist Seeker
D) Balanced Optimist
E) Cautious Planner

23) Which one of the global consumer types identified by Euromonitor International likes to live in the moment while preparing for the future, and will indulge in small impulse purchases?
A) Secure Traditionalists
B) Impulsive Spender
C) Minimalist Seeker
D) Balanced Optimist
E) Cautious Planner

24) _____ is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society.
A) Reference group
B) Government
C) Culture
D) Authority
E) Gestalt

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25) Which of the following statements is true regarding culture?
A) Culture is a relatively simple concept.
B) Culture is acquired.
C) Culture often provides detailed prescriptions for appropriate behavior.
D) The nature of cultural influences is such that we are consciously aware of them.
E) All of the answers are correct.

26) In the United States, promptness is considered a virtue. Americans are expected to be on time to an event, and they expect others to do so as well. Which aspect of culture best explains this behavior?
A) Culture is a simple concept.
B) Culture is something one is born with.
C) Culture is unique to each individual in a society.
D) Culture is time-bound.
E) Culture is acquired, that is, it is learned.

27) The boundaries that culture sets on behavior are called
A) rules.
B) norms.
C) prescriptions.
D) precepts.
E) sanctions.

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28) _____ are rules that specify or prohibit certain behaviors in specific situations.
A) Norms
B) Precepts
C) Sanctions
D) Prescriptions
E) Values

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29) Karen's mother is an executive for a major international corporation and has been transferred to various countries over the years. With each move, Karen is enrolled in a new school. Even though English is spoken in the schools she attends, there are students from all over the world whose parents have jobs similar to Karen's mother. With each new school, Karen spends the first few weeks merely observing the other students to learn which behaviors are appropriate in specific situations because she's learned that at each school the kids behave differently. Karen is attempting to learn that student body's specific_____ regarding behavior.

A) rules
B) guidelines
C) precepts
D) norms
E) prescriptions

30) Norms are derived from

A) cultural values.
B) laws.
C) education.
D) international protocol.

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31) _____ are widely held beliefs that affirm what is desirable.

A) Laws
B) Religions
C) Edicts
D) Cultural values
E) Sanctions

32) Marketers that wish to expand internationally need to understand a culture's widely held beliefs that affirm what is desirable. To do this, marketers should study

A) laws.
B) religions.
C) cultural values.
D) sanctions.
E) edicts.

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33) Violation of cultural norms results in_____, or penalties ranging from mild social disapproval to banishment from the group.
A) norms
B) sanctions
C) proclamations
D) ostracization
E) sentencing

34) Robert is 15 years old and has recently moved to a new town, and therefore, a new high school. He was trying to get accepted by a group of kids that he wanted to be friends with. When they asked him to attend a party over the weekend, he said he'd have to ask his parents for permission. This group of students laughed at him and told him he can't be one of them because they don't ask parents for permission, they just do what they want. This social disapproval of Robert's behavior is an example of a(n)
A) norm.
B) violation.
C) sanction.
D) precept.
E) edict.

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35) Which of the following is NOT a broad form of cultural values?
A) other-oriented
B) environment-oriented
C) self-oriented
D) object-oriented
E) All of the answers are correct.

36) _____ values reflect a society's view of the appropriate relationships between individuals and groups within that society.
A) Other-oriented
B) Environment-oriented
C) Self-oriented
D) Externally-oriented
E) Internally-oriented

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37) Asian societies (i.e., Japanese society) value collective activity. That is, consumers look toward others for guidance in purchase decisions and do not respond favorably to promotional appeals focusing on individualism. Which category of cultural values does this represent?
A) internally-oriented
B) environment-oriented
C) other-oriented
D) self-oriented
E) group-oriented

38) _____ values prescribe a society's relationship to its economic and technological as well as its physical environment.
A) Other-oriented
B) Self-oriented
C) Externally-oriented
D) Internally-oriented
E) Environment-oriented

39) Juanitahas learned that a country to which her company desires to expand places a high value on cleanliness and admires nature immensely. Which category of cultural values does this represent?
A) other-oriented
B) self-oriented
C) environment-oriented
D) externally-oriented
E) internally-oriented

40) _____ values reflect the objectives and approaches to life that the individual members of society find desirable.
A) Other-oriented
B) Self-oriented
C) Environment-oriented
D) Externally-oriented
E) Internally-oriented

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41) Which of the following is an example of an other-oriented value?
A) problem solving/fatalistic
B) postponed gratification/immediate gratification
C) religious/secular
D) individual/collective
E) risk taking/security

42) Which of the following is NOT an example of an other-oriented value?
A) youth/age
B) extended/limited family
C) tradition/change
D) masculine/feminine
E) diversity/uniformity

43) Which of the following is an example of an environment-oriented value?
A) active/passive
B) tradition/change
C) extended/limited family
D) masculine/feminine
E) material/nonmaterial

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44) Which of the following is NOT an example of an environment-oriented value?
A) cleanliness
B) tradition/change
C) nature
D) competitive/cooperative
E) problem solving/fatalistic

45) Which of the following is an example of a self-oriented value?
A) religious/secular
B) individual/collective
C) risk taking/security
D) tradition/change
E) diversity/uniformity

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46) Which of the following countries tends to value individualism over collectivism?
- A) Mexico
- B) India
- C) the United States
- D) Korea
- E) Japan

47) Janeis in the market for a new car. She's looking at brands such as Mercedes, Lexus, and BMW because she feels they tell other people that she's successful in life. This is an illustration of which value?
- A) collectivism
- B) youth
- C) masculine
- D) individualism
- E) active

48) Which culture has traditionally valued the wisdom that comes with age?
- A) American
- B) Australian
- C) British
- D) European
- E) Asian

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49) Which of the following statements is FALSE regarding youth and age?
- A) Mature spokespersons would tend to be more successful in Asian cultures because they have traditionally valued the wisdom that comes with age.
- B) Arab countries are becoming increasingly youth oriented.
- C) American society is youth oriented.
- D) Children in all countries have a significant influence on purchases.
- E) China's policy of limiting families to one child has produced a strong focus on the child.

50) What is the basis for virtually all societies?
- A) family unit
- B) government
- C) schools
- D) religion
- E) workplace

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51) Which of the following statements regarding the masculine/feminine value is FALSE?
A) Basically, we live in a masculine-oriented world.
B) The roles of women are changing and expanding throughout much of the world.
C) Women in South Korea frequently participate more in sports and exercise than men.
D) Many Japanese women feel guilty preparing frozen vegetables in a microwave rather than preparing fresh vegetables.
E) Traditional and modern segments with regard to this value exist simultaneously in many cultures, so marketers must adapt not only across but within cultures.

52) The United States is comprised of a culture that accepts a wide array of personal behaviors and attitudes, foods, dress, and other products and services. Thus, many people in the United States value
A) uniformity.
B) collectivism.
C) power.
D) diversity.
E) cooperation.

53) _____ refers to the degree to which people accept inequality in power, authority, status, and wealth as natural or inherent in society.
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A) Cooperation
B) Power distance
C) Collectivism
D) Individualism
E) Status

54) Which value relates to tolerance for ambiguity and uncertainty avoidance?
A) youth/age
B) risk taking/security
C) individual/collective
D) masculine/feminine
E) diversity/uniformity

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55) Which value has a strong influence on entrepreneurship and economic development as well as new-product acceptance?
A) individual/collective
B) competitive/cooperative
C) tradition/change
D) risk taking/security
E) masculine/feminine

56) _____ tend to feel they don't have control over the outcome of events.
A) Fatalists
B) Individualists
C) Collectivists
D) Females
E) Males

57) Sajan has purchased a brand that he has purchased before. However, the first time he used this brand, the product failed and he was dissatisfied. Unfortunately, the second time he purchased this brand, the same thing happened. He's frustrated and wants his money back, but he doesn't feel as though he has any control over this situation. He's decided that he just needs to accept this poor quality and not expect so much from the next product he purchases. Sajan can be described as a(n)
A) individualist.
B) fatalist.
C) collectivist.
D) cooperativist.
E) other-oriented consumer.

58) The fact that Americans are prone to engage in physical activities and to take an action-oriented approach to problems can be explained through which self-oriented value dichotomy?
A) sensual gratification/abstinence
B) competitive/cooperative
C) diversity/uniformity
D) active/passive
E) age/youth

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59) What are the two types of materialism?
A) primary and secondary
B) internal and external
C) instrumental and terminal
D) masculine and feminine
E) individual and collective

60) Which type of materialism is the acquisition of things to enable one to do something?
A) primary
B) secondary
C) terminal
D) means-end
E) instrumental

61) Jamal used his birthday money to buy a skateboard so that he can be out with his friends at the park skateboarding. Which type of materialism does this represent?
A) primary
B) secondary
C) terminal
D) instrumental
E) means-end

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62) Which type of materialism is the acquisition of items for the sake of owning the item itself?
A) primary
B) secondary
C) terminal
D) instrumental
E) end state

63) Sarah and her spouse love art and travel the world to purchase artwork that is representative of a country's culture. Which type of materialism does this represent?
A) terminal
B) instrumental
C) cultural
D) primary
E) secondary

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64) In Germany, one concern retailers have is ensuring that cash drawers have enough money to make change when consumers make purchases. One company went so far as to use a computerized model that monitored the weight of the cash drawer and signaled a need for replenishment. This is such a concern because consumers typically use cash to make purchases, which differs from other countries, such as the U.S., where credit card use is more common. Paying with cash versus delaying payment with a credit card illustrates which cultural value?
A) hard work/leisure
B) competitive/cooperative
C) material/nonmaterial
D) postponed gratification/immediate gratification
E) sensual gratification/abstinence

65) Which of the following is most closely related to verbal communications?
A) time
B) space
C) language
D) colors
E) shapes

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66) Which of the following is NOT a factor that creates problems in literal translations and slang expressions?
A) differences in the direction in which written words are read
B) symbolic meanings associated with words
C) absence of some words from various languages
D) difficulty of pronouncing certain words
E) All of the answers are correct.

67) Which of the following is a factor influencing nonverbal communications?
A) things
B) relationships
C) space
D) symbols
E) All of the answers are correct.

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68) Which of the following is NOT a factor influencing nonverbal communications?
A) etiquette
B) time
C) relationships
D) values
E) things

69) Nicholas is examining how people in India perceive time, space, symbols, relationships, agreements, things, and etiquette. He is interested in these factors because they influence
A) language.
B) demographics.
C) nonverbal communications.
D) values.
E) laws.

70) _____ are the arbitrary meanings a culture assigns actions, events, and things other than words.
A) Nonverbal communication systems
B) Values
C) Subcultures
D) Semiotics
E) Perspectives

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71) What are the two major ways time varies between cultures?
A) primary and secondary
B) work and leisure
C) family and personal
D) monochronic and polychronic
E) perspective and interpretation

72) A culture's overall orientation toward time is known as its
A) time perspective.
B) time meaning.
C) uses and gratifications.
D) time symbolism.
E) time relationship.

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73) Before a marketer can successfully launch a brand in a foreign country, several nonverbal communication factors need to be understood. One of these factors is time, and international marketers must understand a culture's overall orientation toward time. This is known as a culture's
A) time meaning.
B) time interpretation.
C) time perspective.
D) time relationship.
E) time symbolism.

74) Which time perspective views time almost as a physical object believing that a person does one thing at a time?
A) linear time perspective
B) parallel time perspective
C) sequential time perspective
D) monochronic time perspective
E) polychronic time perspective

75) Ralph is very prompt. If he says he will be there at 10:00 a.m., he will be there exactly at that time. Furthermore, he will not begin another task until he is completely done with the one he is currently working on. Which time perspective does Ralph have?
A) polychronic
B) monochronic
C) linear
D) parallel
E) priority

76) A culture that tends to view time as being less discrete and less subject to scheduling, views simultaneous involvement in many activities as natural, allows activities to occur at their own pace rather than according to a predetermined timetable is adhering to a_____ time perspective.
A) polychronic
B) monochronic
C) linear
D) parallel
E) simultaneous

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77) João is from Brazil and is currently enrolled in an MBA program at a U.S. university. He routinely comes to class 10 to 30 minutes late, is surprised that the professor and the other students do not want to stay in the room and keep discussion going after the class ends, and does not turn in assignments by the deadline. One of his professors pulled him aside and asked him why he's always late for class and turns his work in late. João was surprised that his professor was bothered by this as this behavior is entirely acceptable at universities in Brazil. In fact, it's expected. Which of the following best describes Jose's time perspective?

A) spontaneous
B) parallel
C) monochronic
D) polychronic
E) variable

78) The nearness that others can come to you in various situations without your feeling uncomfortable is known as

A) intimate space.
B) personal space.
C) sphere of influence.
D) range of interaction.
E) interaction space.

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79) Which of the following is considered a symbol that has varying meaning across cultures?

A) colors
B) animals
C) numbers
D) music
E) All of the answers are correct.

80) In which country is the concept of guanxi, which involves personal relationships, an important consideration?

A) the United States
B) Canada
C) China
D) India
E) Saudi Arabia

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81) _____ represents generally accepted ways of behaving in social situations.
A) Guanxi
B) Etiquette
C) Demographics
D) Culture
E) Monochronism

82) In preparation for a stint in another country for the foreign service, Charmaine is taking a class about manners, appropriate social distance in public spaces, and appropriate attire for specific situations. Charmaine is learning
A) culture.
B) time symbolism.
C) symbolism.
D) etiquette.
E) verbal language.

83) In Japan, the exchange of meishi is the most basic of social rituals in a nation where social ritual matters very much. The act of exchanging meishi is weighted with meaning. Once the social minuet is completed, the two know where they stand in relation to each other and their respective statures within the hierarchy of corporate or government bureaucracy. What is "meishi"?
A) shaking hands
B) exchange of business cards
C) introductions by a third party
D) formal invitation
E) bows

84) Which of the following is enabling the growth of a global culture?
A) mass media
B) work
C) education
D) travel
E) All of the answers are correct.

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85) What is the largest single influence on the movement toward uniformity in the global youth market?
A) mass media
B) education
C) work
D) travel
E) religion

86) Which of the following is *false* regarding trends in the global youth market?
A) Technology is mainstream and not restricted to developed countries.
B) U.S. brands are currently the leaders among global teens.
C) U.S. teens no longer lead the way in global trends.
D) Both "Technology is mainstream and not restricted to developed countries" and "U.S. brands are currently the leaders among global teens" are false.
E) Both "U.S. brands are currently the leaders among global teens" and "U.S. teens no longer lead the way in global trends" are false.

87) _____ describes a population in terms of its size, structure, and distribution.
A) Economics
B) Demographics
C) Psychographics
D) Geographics
E) Lifestyles

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88) Hoa has to write a research report about Poland in his International Marketing class. One aspect he must learn about the country is its size, structure, and distribution. What does this represent?
A) psychographics
B) geography
C) demographics
D) economics
E) lifestyles

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89) With respect to demographics, which of the following refers to the number of individuals in a society?
A) distribution
B) size
C) structure
D) dispersion
E) concentration

90) The population of the United States is over 330 million people. With respect to demographics, this number represents
A) size.
B) structure.
C) dispersion.
D) density.
E) concentration.

91) With respect to demographics, which of the following describes the society in terms of age, income, education, and occupation?
A) size
B) distribution
C) concentration
D) structure
E) composition

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92) _____ refers to the physical location of individuals in terms of geographic region and rural, suburban, and urban location.
A) Size
B) Structure
C) Distribution
D) Dispersion
E) Concentration

93) _____ is based on the cost of a standard market basket of products bought in each country.
A) Adjusted gross income (AGI)
B) Gross domestic product (GDP)
C) Per capita income (PCI)
D) Purchasing power parity (PPP)
E) Cross-cultural purchasing power (CPP)

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94) Which country has the largest percentage of its citizens older than 60 years of age?
A) Philippines
B) Canada
C) the United States
D) Japan
E) India

95) Using one marketing strategy across various cultures is referred to as
A) standardization.
B) optimization.
C) cross-culturalization.
D) marketing imperialism.
E) cross-fertilization.

96) Which one of these factors is not true regarding globalization?
A) Standardized marketing can offer a cost savings.
B) Uniformity is always possible.
C) Values and demographics require adapting to cultural differences.
D) An ad that appeals to some countries might be inappropriate in others.
E) All of the answers are correct.

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97) Which of the following is a key consideration for each geographic market that a firm is contemplating?
A) Is the geographic area homogenous or heterogeneous with respect to culture?
B) What needs can this product or a version of it fill in this culture?
C) What are the distribution, political, and legal structures for the product?
D) In what ways can we communicate about the product?
E) All of the answers are correct.

98) Coca-Cola is highly successful in marketing its beverages outside of the United States. Which factors do they use to adapt within and across countries where they do business?
A) cultural homogeneity
B) ethical implications
C) affordability
D) infrastructure
E) All of the answers are correct.

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ESSAY. Write your answer in the space provided or on a separate sheet of paper.

99) List the cultural factors that influence consumer behavior and marketing strategy.

100) Explain the concept of culture and discuss why is it important to study for understanding consumer behavior.

101) Compare and contrast (a) other-oriented values, (b) environment-oriented values, and (c) self-oriented values.

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102) Valentina is planning a business trip to Japan, and it is her first time doing business in that country. Discuss some value differences between Japanese culture and American culture that are most relevant to her in a business meeting situation.

103) Name the seven factors influencing nonverbal communications and describe four of them.

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104) List and describe the three trends in the global youth market.

105) List and explain four of the seven factors that Coca-Cola utilizes in order to successfully sell its beverages globally.

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Answer Key

Test name: Chapter 02

1) TRUE
The success of global marketers depends on how well they understand and adapt to the differences in cultures.

2) FALSE
There is mutual influence as products, brands, cultures, and values move back and forth across the world.

3) FALSE
Undaunted Strivers are willing to spend their money on experiences and luxury brands to support their lifestyle and image. They "want to have and be the best.".

4) FALSE
Secure Traditionalists are the smallest group of global consumers in China.

5) FALSE
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Cultures are not static; they typically evolve and change slowly over time.

6) TRUE
If the society values collective activity, consumers will look toward others for guidance in purchase decisions and will not respond favorably to promotional appeals to "be an individual."

7) FALSE
Individualism is a defining characteristic of American culture.

8) TRUE
The definition of the family and the rights and obligations of family members vary widely across cultures.

9) TRUE
Basically, we live in a masculine-oriented world, yet the degree of masculine orientation varies widely.

10) FALSE

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Power distance refers to the degree to which people accept inequality in power, authority, status, and wealth as natural or inherent in society.

11) FALSE
Terminal materialism is the acquisition of items for the sake of owning the item itself.

12) TRUE
The meaning of time varies between cultures in two major ways: time perspective and interpretations assigned to specific uses of time.

13) TRUE
Personal space refers to the nearness that others can come to you in various situations without your feeling uncomfortable.

14) TRUE
Symbols have varying meanings across cultures.

15) FALSE
The largest single influence toward uniformity among youth worldwide is mass media.

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16) FALSE
Demographics describe a population in terms of its size, structure, and distribution.

17) FALSE
Adapting products and services to local considerations is known as glocalization.

18) A
Brands that are not seen as unique among local competitors will struggle.

19) E
Cultural factors that affect consumer behavior and marketing strategy are demographics, values, language, and nonverbal communications.

20) A
Howard Industries needs to be aware that nonverbal communications is a cultural factor that affects consumer behavior and marketing strategy.

21) D
Globalization can influence cultural values.

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22) B
Impulsive Spenders like to stay current with the latest trends, but they seek out bargains and discounts when purchasing new products.

23) D
Balanced Optimists live in the moment while preparing for the future. They are thoughtful in how they spend their money but will make frequent yet small impulse purchases as an indulgence for themselves or family.

24) C
Culture is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society.

25) B
Culture is acquired; it does not include inherited responses and predispositions.

26) E
Culture is acquired; it does not include inherited responses and predispositions.

27) B
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The boundaries that culture sets on behavior are called norms. Norms are rules that specify or prohibit certain behaviors in specific situations.

28) A
Norms are rules that specify or prohibit certain behaviors in specific situations.

29) D
Norms are rules that specify or prohibit certain behaviors in specific situations.

30) A
Norms are derived from cultural values.

31) D
Cultural values are widely held beliefs that affirm what is desirable.

32) C
Marketers who wish to expand internationally should study cultural values to understand a culture's widely held beliefs that affirm what is desirable.

33) B

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Sanctions are penalties ranging from mild social disapproval to banishment from the group.

34) C
Sanctions are penalties ranging from mild social disapproval to banishment from the group.

35) D
Object-oriented is not a broad form of cultural values.

36) A
Other-oriented values reflect a society's view of the appropriate relationships between individuals and groups within that society.

37) C
Other-oriented societies value collective activity.

38) E
Environment-oriented values prescribe a society's relationship to its economic and technological as well as its physical environment.

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39) C
Environment-oriented is the category of cultural values that places a high value on cleanliness and admires nature immensely.

40) B
Self-oriented values reflect the objectives and approaches to life that the individual members of society find desirable.

41) D
Risk taking/security is an example of an other-oriented value.

42) C
Tradition/change is not an example of an other-oriented value; it is an example of an environment-oriented value.

43) B
Tradition/change is an example of an environment-oriented value.

44) D

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Competitive/cooperative is not an example of an environment-oriented value; it is an example of an other-oriented value.

45) A
Religious/secular is an example of a self-oriented value.

46) C
The United States tends to value individualism over collectivism.

47) D
In individualistic cultures, luxury items are purchased as a mean of self-expression or to stand out.

48) E
The Asian culture has traditionally valued the wisdom that comes with age.

49) D
While American society is clearly youth oriented, this focus varies with cultures.

50) A
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The family unit is the basis for virtually all societies.

51) C
There tends to be a wide disparity between men and women participation rates (men higher) in countries and cultures high in masculine orientation such as South Korea, Mexico, Brazil, and France.

52) D
The United States values diversity.

53) B
Power distance refers to the degree to which people accept inequality in power, authority, status, and wealth as natural or inherent in society.

54) B
Risk taking/security is the value that relates to tolerance for ambiguity and uncertainty avoidance.

55) D

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Risk taking/security is the value that has a strong influence on entrepreneurship and economic development as well as new-product acceptance.

56) A
Fatalists tend to feel they don't have control over the outcome of events.

57) B
Marie is a fatalist because she feels she doesn't have control over the outcome of events.

58) D
"Don't just stand there, do something" is a common response to problems in America. Emphasis is placed on doing.

59) C
The two types of materialism are instrumental and terminal.

60) E
The type of materialism which is the acquisition of things to enable one to do something is instrumental.

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61) D
The type of materialism described here is instrumental: the acquisition of things to enable one to do something.

62) C
The type of materialism which is the acquisition of items for the sake of owning the items itself is terminal.

63) A
The type of materialism described here is terminal: the acquisition of items for the sake of owning the item itself.

64) D
The postponed gratification/immediate gratification cultural value is illustrated here; should we "save for a rainy day" or "live for today"?

65) C
Language is most closely related to verbal communications.

66) A

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Differences in the direction in which written words are read is not a factor that creates problems in literal translations and slang expressions.

67) E
Things, relationships, space, and symbols are all factors influencing nonverbal communications.

68) D
Values are not a factor influencing nonverbal communications.

69) C
Time, space, symbols, relationships, agreements, things, and etiquette are factors that influence nonverbal communications.

70) A
Nonverbal communication systems are the arbitrary meanings a culture assigns actions, events, and things other than words.

71) E
The two major ways time varies between cultures are perspective and interpretation.

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72) A
A culture's overall orientation toward time is known as its time perspective.

73) C
A culture's overall orientation toward time is known as its time perspective.

74) D
Having a strong orientation toward the present and the short-term future is known as a monochronic time perspective.

75) B
Having a strong orientation toward the present and the short-term future is known as a monochronic time perspective.

76) A
Simultaneous involvement in many activities is known as a polychronic time perspective.

77) D
Simultaneous involvement in many activities is known as a polychronic time perspective.

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78) B
The nearness that others can come to you in various situations without feeling uncomfortable is known as personal space.

79) E
Colors, animals, numbers, and music are all considered symbols that have various meaning across cultures.

80) C
Guanxi is an important consideration in China.

81) B
Etiquette represents generally accepted ways of behaving in social situations.

82) D
Etiquette represents generally accepted ways of behaving in social situations.

83) B
Meishi is the exchange of business cards.

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84) E
Mass media, work, education, and travel are all enabling the growth of global culture.

85) A
Mass media is the largest single influence on the movement toward uniformity in the global youth market.

86) B
U.S. brands used to be the leaders among global teens. Now leading brands are Sony (Japan), H&M (Sweden), and Adidas (Germany).

87) B
Demographics describe a population in terms of its size, structure, and distribution.

88) C
Demographics describe a population in terms of its size, structure, and distribution.

89) B
With respect to demographics, size refers to the number of individuals in a society.

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90) A
With respect to demographics, size refers to the number of individuals in a society.

91) D
With respect to demographics, structure describes the society in terms of age, income, education, and occupation.

92) C
Distribution refers to the physical location of individuals in terms of geographic region and rural, suburban, and urban location.

93) D
Purchasing power parity (PPP) is based on the cost of a standard market basket of products bought in each country.

94) D
Japan has the largest percentage of its citizens older than 60 years of age.

95) A
Using one marketing strategy across various cultures is referred to as standardization.

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96) B
Uniformity is sometimes possible, but companies must often adapt to cultural differences.

97) E
There are seven key considerations for each geographic market that a firm is contemplating.

98) E
There are seven global considerations that relate to Unilever's global strategy: (1) cultural homogeneity, (2) need fulfillment, (3) affordability, (4) relevant values, (5) infrastructure, (6) communications, and (7) ethical implications.

99) Essay
Language, demographics, values, and nonverbal communications.

100) Essay

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Culture is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society. It is important to study culture for several reasons. First, culture is a comprehensive concept and includes almost everything that influences an individual's thought processes and behaviors. Second, culture is acquired. It does not include inherited responses and predispositions, and since much of human behavior is learned rather than innate, culture does affect a wide array of behaviors. Third, the complexity of modern societies is such that culture seldom provides detailed prescriptions for appropriate behavior. Instead, in most industrial societies, culture supplies boundaries within which most individuals think and act. Finally, the nature of cultural influences is such that we are seldom aware of them. One behaves, thinks, and feels in a manner consistent with other members of the same culture because it seems "natural" or "right" to do so. Thus, it is important to study culture for understanding consumer behavior because it is pervasive and influences consumers' behavior, often in ways they are unaware of. Marketers must understand this influence to effectively serve customers' needs and desires.

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101) Essay

a. Other-oriented values reflect a society's view of the appropriate relationships between individuals and groups within that society.
b. Environment-oriented values prescribe a society's relationship to its economic and technological as well as its physical environment.
c. Self-oriented values reflect the objectives and approaches to life that the individual members of society find desirable.

Of the 18 values discussed in this chapter (see Table 2-1 for a summary), some are more important in societies than others based on their value orientation.

102) Essay

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One key area where there are substantial differences between the Japanese and American cultures is the area of "other-oriented" values. Individualism is a defining characteristic of American culture, whereas the Japanese are more collective in their orientation. While American society is clearly youth oriented, many Asian cultures have traditionally valued the wisdom that comes with age. Cultures with more masculine and individualistic orientations such as the United States tend to value competitiveness and demonstrate it openly, but collectivists cultures, even highly masculine ones such as Japan, tend to find openly competitive gestures offensive as they cause others to "lose face." Finally, Japan and other collectivist cultures tend to place a strong value on uniformity and conformity, whereas other cultures, such as the United States, value diversity more.

Another area where there are differences between the Japanese and American cultures is the area of "self-oriented" values. Americans are much more prone than the Japanese to take an action-oriented approach to problems.

103) Essay

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Nonverbal factors influencing nonverbal communications include: time, space, symbols, relationships, agreements, things, and etiquette. Students can discuss any four of the following:

d. Time—The meaning of time varies between cultures in two major ways: time perspective, which is a culture's overall orientation toward time, and the interpretations assigned to specific uses of time. Time perspectives can be monochronic (i.e., one thing at a time, promptness, adhering to plans, etc.) or polychronic (i.e., doing many things at once, committed to relationships, change plans often, etc.).
e. Space—Personal space is the nearest that others can come to you in various situations without your feeling uncomfortable, and this space varies among cultures.
f. Symbols—Colors, animals, shapes, numbers, and music have varying meaning across cultures.
g. Relationships—While Americans form relationships and make friends quickly and easily and drop them easily also, in many other parts of the world, relationships and friendships are formed slowly and carefully because they imply deep and lasting obligations. Chinese relationships are complex and described under the concept of guanxi.
h. Agreements—Americans rely on an extensive and, generally, highly efficient legal system for ensuring that business obligations are honored or for resolving disagreements. Many other cultures have not developed such a system and rely instead on relationships, friendship, and kinship, local moral principles, or informal customs.
i. Things—The different meanings that cultures attach to things, including products, make gift-giving a particularly difficult task.
j. Etiquette—represents generally accepted ways of behaving in social situations. Behaviors considered rude and obnoxious in one culture may be quite acceptable in another. Meishi in Japan (i.e., the exchange of business cards) is an important part of Japanese business etiquette.

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104) Essay

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Several recent trends in the global youth market are critical for global marketers to understand. These include:

- Technology is Mainstream—Wired teens are a global phenomenon not restricted to developed countries. Fifty-six percent of teens globally are "superconnectors," meaning they use two or more electronic devices (e.g., mobile phone and Internet) daily.
- U.S. Teens No Longer Lead the Way—Now it's more about mind set and the "creatives" are leading the way. Creatives are most prevalent in Europe (not the United States), are open to new ideas, and like expressing themselves in various ways including personal web pages and art.
- U.S. Brands are Not Currently the Leaders—U.S. brands used to be the leaders among global teens. Now, leading brands are Sony (Japan), H&M (Sweden), and Adidas (Germany).

105) Essay

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- Cultural Homogeneity—In the beverages market, Coca-Cola has been successful in using a global message (homogeneity) to reach its customers in 200 countries. The latest global campaign is "Taste the Feeling." But heterogeneity is still evident with the localized messages and local products developed for individual countries and within regions. The FIFA World Cup campaign is reflective of this heterogeneity.
- Needs—Coca-Cola does offer flagship brands like Coca-Cola Classic and Sprite in most markets but customizes its products to meet the tastes and preferences within each culture. Innovations are created, such as Maaza Milkshakes in India, to adapt to the local culture's tastes.
- Affordability—Clearly affordability is a component in pricing the beverages to be competitive. Coca-Cola products are sold in over 200 countries, varying in economic wealth. However, given the convenience nature of these beverages, the affordability is not as great an issue as it would be with more expensive durable products like washing machines.
- Relevant Values—By emphasizing the global message of "Taste the Feeling," Coca-Cola approaches the worldwide market with the same core strategy suggesting that the product appeals to all cultures and their values on some level. Core Values that are relevant include both "other-oriented" and "self-oriented" values. For example, with "other-oriented," Coca-Cola's global message may be better received in cultures that are more collectivist and uniform. With "self-oriented," Cola-Cola appeals to different tastes (sensual gratification) by tailoring its products locally. Also, the company's Ramadan campaign appealed to Turkey's religious values.
- Infrastructure—Coca-Cola uses local bottling and distribution operations in countries where the product is sold. In addition, local ingredients, which vary from country to country, are used.
- Communication— Coca-Cola uses a global message, such as "Taste the Feeling" but then tailors the message locally. During the FIFA World Cup, the company had a consistent brand message but adapted each country's webpage with a local message incorporating local celebrities and culture.
- Ethical Implications—Ethically, Coca-Cola considers the community by using local ingredients, such as sweeteners, and local infrastructure.

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