Consumer Behavior  
Fall 2023  
Tutorial

Homework 2: Chapters 4, 5 and 6

Following are 33 questions on Chapters 4-6: 8 multiple choice worth 2.5 points each and 3 open questions worth 4 points each on each chapter. For the multiple choice questions select the answer you think most correct and highlight it or circle it. For the open questions, answer in your own words and briefly. Long answers don’t get extra credit.

**Chapter 4 Consumer Perception and Positioning**

1) Individuals act and react on the basis of \_\_\_\_\_\_\_\_, not on the basis of \_\_\_\_\_\_\_\_.

A) objective reality; their previous experiences

B) their previous experiences; their perceptions

C) their perceptions; objective reality

D) their perceptions; their previous experiences

E) their previous experiences; peer pressure

2) Your interpretation of visual and sensory input about polo shirts may be different from your classmate's because perception is \_\_\_\_\_\_\_\_.

A) objective

B) subjective

C) irrelevant

D) noise

E) based on personality traits

3) The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is known as \_\_\_\_\_\_\_\_.

A) observation

B) perception

C) realization

D) rationalization

E) understanding

4) \_\_\_\_\_\_\_\_ can simply be described as "how we see the world around us."

A) Knowledge

B) Perception

C) Motivation

D) Attitude

E) Understanding

5) \_\_\_\_\_\_\_\_ is/are the immediate and direct response of the sensory organs to stimuli.

A) Sensory receptors

B) Sensation

C) Sensory input

D) Sensory adaptation

E) Sensory blocking

6) Products, packages, brand names, advertisements, and commercials are examples of \_\_\_\_\_\_\_\_.

A) sensations

B) receptors

C) realities

D) stimuli

E) intensities

7) As sensory input \_\_\_\_\_\_\_\_, our ability to detect changes in input or intensity \_\_\_\_\_\_\_\_.

A) decreases; increases

B) increases; increases

C) decreases; remains constant

D) remains constant; decreases

E) increases; remains constant

8) When a product is \_\_\_\_\_\_\_\_, memory of the \_\_\_\_\_\_\_\_-related attributes increases.

A) scented; non-scent

B) non-scented; scent

C) auditory; non-auditory

D) non-auditory; auditory

E) quiet; scent

9) Define Weber's law in the context of the differential threshold and cite an example of Weber's law in practice.

Answer:

10) How do marketers take advantage of the JND?

Answer:

11) What are the types of perceived risk consumers have to deal with? List and describe three.

Answer:

**Chapter 5 Consumer Learning**

1) From a marketing perspective, the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior, which evolves and changes as consumers acquire knowledge from experience, observation, and interactions with others to impact future behavior, is known as \_\_\_\_\_\_\_\_.

A) brand loyalty

B) brand equity

C) positive reinforcement

D) consumer learning

E) perceptual blocking

2) Jonas knows the tagline from the local oil change vendor, which is frequently advertised on the radio station he listens to. However, Jonas does not have a car and is not interested in oil changes. His awareness of the tagline was most likely due to \_\_\_\_\_\_\_\_.

A) intentional learning

B) incidental learning

C) cognitive learning

D) negative reinforcement

E) punishment

3) Uncovering \_\_\_\_\_\_\_\_ is the primary objective of marketers as they seek to teach consumers how they can fill their needs by buying certain products and brands.

A) consumer motives

B) consumer cues

C) covert responses

D) overt responses

E) reinforcement mechanisms

4) Learning acquired by accident or without much effort is known as \_\_\_\_\_\_\_\_ learning.

A) intentional

B) instrumental

C) intrinsic

D) incidental

E) inexplicable

5) Unfilled needs lead to \_\_\_\_\_\_\_\_, which spurs learning.

A) feedback

B) cues

C) response

D) motivation

E) reinforcement

6) \_\_\_\_\_\_\_\_ serve to stimulate learning, and \_\_\_\_\_\_\_\_ are the stimuli that direct them.

A) Motives; reinforcements

B) Motives; cues

C) Cues; responses

D) Cues; motives

E) Responses; reinforcements

7) In the marketplace, price, styling, packaging, advertising, and store displays all serve as \_\_\_\_\_\_\_\_ to help consumers fulfill their needs in product-specific ways.

A) feedback

B) cues

C) response

D) motivation

E) reinforcement

8) How individuals react to a drive or cue constitutes their \_\_\_\_\_\_\_\_.

A) perceptual organization

B) learning

C) response

D) motivation

E) reinforcement

9) What are the three types of reinforcement schedules used by marketers to reward customers?

Answer:

10) Talk about the three systems or memory storehouses, and how information is stored.

Answer:

11) When and why do marketers use massed or distributed learning schedules?

Answer:

**Chapter 6 Consumer Attitude Formation and Change**

1) In a consumer behavior context, \_\_\_\_\_\_\_\_ are learned predispositions to behave in a consistently favorable or unfavorable way with respect to a given object.

A) attitudes

B) beliefs

C) values

D) feelings

E) intentions

2) John is conducting research on American attitudes toward European car brands, particularly Volkswagen, Volvo, Mercedes, and BMW. The car brands he is researching are \_\_\_\_\_\_\_\_.

A) experiences

B) attitudes

C) objects

D) attributions

E) cognitions

3) The shift from no attitude to an attitude is a result of \_\_\_\_\_\_\_\_.

A) biological pressures

B) environment

C) learning

D) genetic predisposition

E) none of the above

4) Attitudes stemming from \_\_\_\_\_\_\_\_ are more confidently held, more enduring, and more resistant to competitors' messages than attitudes originating from promotional messages only.

A) print advertisements

B) product usage

C) websites

D) television advertisements

E) endorsers

5) Which of the following is true of attitudes and their relationship with behavior?

A) Attitudes are permanent, but the behaviors they reflect change over time.

B) Consumers always demonstrate consistency between their attitudes and their behaviors.

C) There is no demonstrable link between attitudes and behavior.

D) When consumers are free to act as they wish, we anticipate that their actions will be consistent with their attitudes.

E) Attitude change is always followed by behavior change.

6) Marketers that offer coupons and free samples of new products to entice consumers to try them understand the importance of \_\_\_\_\_\_\_\_ in attitude formation.

A) subjective norms

B) indirect experience

C) ego defense

D) attribution

E) direct experience

7) Attitudes that develop through \_\_\_\_\_\_\_\_ tend to be more confidently held, more enduring, and more resistant to attack than those developed via \_\_\_\_\_\_\_\_.

A) direct experience; indirect experience

B) internal attribution; external attribution

C) utilitarian function; knowledge function

D) cognition; emotions

E) direct marketing; niche marketing

8) Consumers who have a high need for cognition are likely to \_\_\_\_\_\_\_\_.

A) form positive attitudes in response to ads that feature an attractive model or a celebrity

B) form a positive attitude in response to ads or direct mail that are rich in product-related information

C) form negative attitudes toward ads that are rich in product information

D) feel neutral toward ads that feature attractive models or product information

E) feel neutral toward ads that are rich in product-related information

9) Differentiate between the three components of the tri-component attitude model.

Answer:

10) One of the multi-attribute models is the attitude-toward-behavior model. Explain the model and give an example.

Answer:

11) What is the foot-in-the door technique? Give an example.

Answer: