Consumer Behavior  
Fall 2023  
Tutorial

Homework 3: Chapters 7, 8 and 9

Following are 33 questions on Chapters 7, 8 and 9. Select the answer you think most correct and highlight it or circle it.

1) Learning is pervasive in our lives, but there are two different theories on how people learn – the \_\_\_\_\_\_\_\_ theories and the \_\_\_\_\_\_\_\_ theories.

A) behavioral; affective

B) cognitive; rational

C) behavioral; cognitive

D) emotional; affective

E) experiential; intentional

2) From a marketing perspective, the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior is known as \_\_\_\_\_\_\_\_.

A) brand loyalty

B) brand equity

C) positive reinforcement

D) consumer learning

E) perceptual blocking

3) Newly acquired knowledge and personal experience serve as \_\_\_\_\_\_\_\_ to the individual and provide the basis for future behavior in similar situations.

A) stimulus

B) sensation

C) communication

D) understanding

E) feedback

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) According to Pavlovian theory, \_\_\_\_\_\_\_\_.

A) learning can occur only when responses are overt

B) conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone

C) each aspect of the marketing mix must reinforce the others if cues are to serve as the stimuli that guide consumer actions in the direction desired by the marketer

D) there is a limit to the amount of repetition that will aid retention

E) learning depends on the ability of individuals to generalize

10) At Gino's Italian Bistro, waitresses ask each table whether or not they have dined at Gino's before. A manager is sure to stop by every table with first-time guests to thank them for trying the restaurant and to encourage them to return. In this case, the manager visit constitutes \_\_\_\_\_\_\_\_ for the guests, making them feel like restaurant staff really cares about the quality of their experience.

A) feedback

B) a cue

C) a response

D) a motive

E) reinforcement

11) In a consumer behavior context, the previously acquired consumer perception of an existing product is the \_\_\_\_\_\_\_\_. When consumers try a new product by the same brand because they believe that the new product embodies the same attribute with which the brand's existing products are associated, this is the \_\_\_\_\_\_\_\_.

A) unconditioned stimulus; conditioned stimulus

B) conditioned stimulus; conditioned response

C) unconditioned stimulus; unconditioned response

D) conditioned stimulus; unconditioned stimulus

E) unconditioned response; conditioned response

**Chapter 8 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. This research is said to be \_\_\_\_\_\_\_\_.

A) experientially directive

B) attitude-changing

C) object specific

D) attributional

E) cognitive

3) Attitudes might propel consumers toward a particular behavior or repel them away from a particular behavior, therefore attitudes have a \_\_\_\_\_\_\_\_ quality.

A) behavioral

B) motivational

C) threatening

D) driving

E) defensive

4) 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.

5) According to the \_\_\_\_\_\_\_\_, attitudes consist of three major components: a cognitive component, an effective component, and a conative component.

A) dual mediation model

B) tricomponent attitude model

C) self-perception theory

D) multiattribute attitude model

E) functional approach

6) \_\_\_\_\_\_\_\_ include the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from varied sources.

A) Affectations

B) Emotions

C) Cognitions

D) Objectives

E) Conations

7) The \_\_\_\_\_\_\_\_ component of the tricomponent attitude model includes a consumer's emotions or feelings about a particular product or brand.

A) conative

B) objective

C) cognitive

D) affective

E) situational

8) Roy is looking to buy a new HDTV set. He knows from friends that LCD set screens reflect less light than plasma set screens, but that LCD sets are also more subject to blurring than plasma sets. This is an example of the \_\_\_\_\_\_\_\_ component of his attitude toward HDTVs.

A) conative

B) objective

C) cognitive

D) affective

E) situational

9) Microsoft wants to measure public attitudes toward the default media-playing software included in its Windows operating system. Which of the following types of multiattribute attitude models would be most appropriate for Microsoft to use?

A) theory-of-reasoned-action model

B) trying-to-consume model

C) attitude-toward-object model

D) attitude-toward-behavior model

E) attitude-toward-the-ad model

10) The \_\_\_\_\_\_\_\_ model is designed to capture the individual's attitude toward acting with respect to an object rather than the attitude toward the object itself.

A) theory-of-reasoned-action model

B) trying-to-consume model

C) attitude-toward-object model

D) attitude-toward-behavior model

E) attitude-toward-the-ad model

11) \_\_\_\_\_\_\_\_ involve both the beliefs that the consumer attributes to relevant others, such as friends and parents, and the consumer's motivation to comply with the beliefs held by those relevant others.

A) Niche markets

B) Subjective norms

C) Direct experiences

D) External attributions

E) Foot-in-the-door techniques

**Chapter 9 Communication and Consumer Behavior**

1) Most persuasive messages are in the form of \_\_\_\_\_\_\_\_.

A) nontraditional media

B) facial expressions

C) verbal statements

D) body language

E) nonverbal forms of communication

2) The transmission of a message from a sender to a receiver via a medium of transmission is known as \_\_\_\_\_\_\_\_.

A) feedback

B) stimulation

C) communication

D) transfer

E) expression

3) In addition to the four basic components of sender, receiver, medium, and message, \_\_\_\_\_\_\_\_ is the fifth essential component of communication.

A) stimulation

B) feedback

C) transfer

D) expression

E) creativity

4) The \_\_\_\_\_\_\_\_ is the initiator of communication.

A) feedback

B) receiver

C) medium

D) message

E) sender

5) Which of the following is an example of a formal communications source?

A) a parent

B) a friend

C) a hospital

D) a work colleague

E) a doctor

6) Which of the following is an example of an informal communications source?

A) a person you start a conversation with about a cell phone at an airport

B) a travel agent

C) an airline

D) an athletic coach

E) a hospital

7) The sources of \_\_\_\_\_\_\_\_ are organizations that develop and transmit appropriate messages through their marketing departments, advertising or public relations agencies, and spokespersons.

A) informal communication

B) word-of-mouth communication

C) interpersonal communication

D) impersonal communication

E) intrapersonal communication

8) The \_\_\_\_\_\_\_\_ of formal marketing communications is likely to be a targeted prospect or a customer.

A) sender

B) feedback

C) marketer

D) receiver

E) medium

9) The medium or communication channel can be impersonal, like \_\_\_\_\_\_\_\_, or interpersonal, like \_\_\_\_\_\_\_\_.

A) telephone conversations with a salesperson; mass media

B) a face to face conversation with a salesperson; print media

C) billboards; an online chat with a salesperson

D) mass media; newspaper ad

E) a radio advertisement; a television advertisement

10) The key factor underlying the persuasive impact of a personal or interpersonal message received from either a formal or informal source is \_\_\_\_\_\_\_\_.

A) the number of times the message is sent

B) the source's credibility

C) the number of times the message is received

D) the type of broadcast medium used

E) the extent to which the receiver's peers understand the message

11) The \_\_\_\_\_\_\_\_ affects the \_\_\_\_\_\_\_\_ of the message.

A) credibility of the sender; encoding

B) credibility of the marketer; visual impact

C) credibility of the source; decoding

D) credibility of the receiver; decoding

E) credibility of the feedback; decoding