Consumer Behavior  
Fall 2023  
Tutorial

Homework 1: Chapters 1,2 and 3

Following are 33 questions on Chapters 1-3. Each question is worth 3 points. Select the answer you think most correct. Highlight it or circle it.

***Chapter 1:* Consumer Behavior: Meeting Changes and Challenges**

1) The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs is known as \_\_\_\_\_\_\_\_.

A) the production orientation

B) consumer behavior

C) narrowcasting

D) positioning

E) the marketing mix

2) Which of the following is considered an example of consumer behavior?

A) Janice prefers to buy name-brand pain relievers like Tylenol and Advil, rather than the store brand.

B) Javier generally gets gas on Monday mornings on his way to work.

C) Jessica prefers to buy her produce from the farmer's market instead of the grocery store.

D) Jeremy generally recycles his old newspapers and cardboard boxes.

E) All of the above are examples of consumer behavior.

3) When Bill orders five movie tickets online for himself and his friends for a Friday night showing of the latest action thriller, he is acting as a(n)

A) organizational consumer

B) team consumer

C) non-profit consumer

D) market consumer

E) personal consumer

4) The term "consumer behavior" describes two different kinds of consumers: \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_ consumers.

A) non-profit; government

B) non-profit; for profit

C) personal; organizational

D) government; private

E) organizational; private

5) A personal consumer buys goods for \_\_\_\_\_\_\_\_.

A) his or her own use

B) consumption by coworkers

C) his or her business

D) his or her school

E) a government agency

6) \_\_\_\_\_\_\_\_ is one of the most pervasive of all types of consumer behavior because we all act as personal consumers.

A) End-use consumption

B) Organizational consumption

C) Societal consumption

D) Philanthropic consumption

E) Institutional consumption

7) When George buys roses for his girlfriend for Valentine's Day, he is acting as a(n) \_\_\_\_\_\_\_\_.

A) non-profit consumer

B) personal consumer

C) public consumer

D) organizational consumer

E) team consumer

8) Carol is in charge of purchasing at Mercy Hospital. When she puts in an order for towels for the hospital, she is acting as a(n) \_\_\_\_\_\_\_\_.

A) private consumer

B) organizational consumer

C) individual consumer

D) public consumer

E) personal consumer

9) During historical periods when demand exceeded supply, businesses adopted the \_\_\_\_\_\_\_\_ orientation.

A) marketing

B) technology

C) societal

D) production

E) product

10) The \_\_\_\_\_\_\_\_ orientation in business assumes that consumers are mostly interested in product availability at low prices.

A) marketing

B) societal

C) product

D) production

E) technology

11) A \_\_\_\_\_\_\_\_ is characterized by the gearing up of manufacturing skills in order to expand production.

A) market orientation

B) product orientation

C) sales orientation

D) production orientation

E) marketing concept

***Chapter 2:* Introduction to the Consumer Research Process**

1) The purpose of studying consumer behavior is to enable marketers to anticipate how they might better meet consumer needs by \_\_\_\_\_\_\_\_.

A) improving profit margins

B) consistently beating competitors' prices

C) offering consumers more suitable products and marketing messages

D) convincing consumers that they need the products the company can produce

E) pushing consumers to purchase products that they need but are reluctant to buy

2) In consumer research, \_\_\_\_\_\_\_\_ is information that has already been collected for some other purpose, and is often helpful in designing a new research project.

A) primary research

B) secondary information

C) experimentation

D) negativism

E) positivism

3) In consumer research, \_\_\_\_\_\_\_\_ is new research especially designed and collected for purposes of a current research problem.

A) primary research

B) secondary information

C) experimentation

D) negativism

E) positivism

4) Focus groups and depth interviews are examples of \_\_\_\_\_\_\_\_ research.

A) quantitative

B) empirical

C) experimental

D) physiological

E) qualitative

5) The most difficult step in the consumer research process is \_\_\_\_\_\_\_\_.

A) accurately defining the objectives of the research

B) collecting and evaluating secondary data

C) collecting primary data

D) analyzing primary data

E) preparing a report of the findings of primary data

6) Ashley is a marketer for Barry's Ice Cream Sandwiches. Barry's is considering reducing the number of sandwiches in a pack from 12 to 10 without reducing the price. In order to anticipate consumers' response to this kind of effective price increase, Ashley is reviewing records of customer complaints received two years ago, when Barry's reduced its packs from 15 to 12 sandwiches. These records constitute \_\_\_\_\_\_\_\_.

A) external secondary data

B) primary data

C) a focus group

D) a test market

E) internal secondary data

7) \_\_\_\_\_\_\_\_ is already existing information that was originally gathered for a research purpose other than the present research.

A) Explanatory data

B) Primary data

C) Qualitative data

D) Test data

E) Secondary data

8) \_\_\_\_\_\_\_\_ is original data collected by individual researchers or organizations to meet specific objectives.

A) Reliable data

B) Valid data

C) Secondary data

D) Objective data

E) Primary data

9) Data collected by government bodies or their agencies, such as census or economic data, is an example of \_\_\_\_\_\_\_\_.

A) external secondary data

B) primary data

C) focus group data

D) test market data

E) internal secondary data

10) While obtaining secondary data before engaging in primary research offers many advantages, it also has some limitations. Which of the following is an example of these limitations?

A) Secondary data is more expensive to obtain than primary data.

B) Secondary data takes longer to obtain than primary data.

C) Secondary data is inappropriate for use in exploratory research.

D) Secondary data may not be accurate because of errors in gathering or analyzing the data for the original study.

E) Secondary data makes it challenging to identify difficulties that are likely to arise during the full-scale study.

11) While obtaining secondary data before engaging in primary research has its limitations it also offers many advantages. Which of the following is an example of these advantages?

A) Secondary data is always categorized in units that match those that the researcher seeks.

B) Secondary data rarely exhibits bias.

C) Secondary data can provide ideas for the methods to be used and the difficulties that are likely to occur during a full-scale study.

D) Secondary data is generally current and up-to-date.

E) Secondary data is always accurate.

***Chapter 3:* Market Segmentation and Strategic Targeting**

1) The process of dividing a market into distinct subsets of consumers with common needs or characteristics is known as \_\_\_\_\_\_\_\_.

A) target marketing

B) market segmentation

C) mass marketing

D) the marketing concept

E) market evaluation

2) When Henry Ford introduced the Model T, the first affordable, mass-produced car, he stated that consumers "can have a car in any color they want, as long as it is black." Offering the same product to all consumers in this fashion is known as \_\_\_\_\_\_\_\_.

A) mass marketing

B) behavioral targeting

C) benefit segmentation

D) micro-targeting

E) countersegmentation

3) The \_\_\_\_\_\_\_\_ of a product or service is the value proposition, expressed through promotion, stating the product's or service's capability to deliver specific benefits corresponding to consumers' unfulfilled needs.

A) segmentation

B) target

C) positioning

D) psychographic inventory

E) concentrated marketing strategy

4) Which of the following is most likely to successfully follow a mass-marketing strategy?

A) a company that produces personal computers

B) a company that runs a chain of discount grocery stores

C) a company that manufactures custom stereo equipment

D) a private university

E) a company that produces agricultural products

5) The primary advantage of mass marketing is \_\_\_\_\_\_\_\_.

A) it costs less

B) it leads to wider customer satisfaction

C) it leads to the production of products that better meet the needs of individual segments of the market

D) it reaches more people

E) it more accurately describes the product being promoted

6) Most marketers prefer to target consumer segments that are relatively \_\_\_\_\_\_\_\_.

A) small

B) stable in terms of consumption patterns

C) unpredictable

D) inaccessible

E) expensive to pursue

7) Consumers' characteristics can be classed as either facts or cognitions. In this context, facts can be determined from direct questioning and categorized by a single objective measure. Examples of facts include \_\_\_\_\_\_\_\_.

A) demographics, gender, and benefits wanted

B) usage rate, level of involvement and psychographics

C) personality traits, lifestyles, and family life cycle

D) education, usage situation, and social class

E) level of involvement, awareness of product alternatives, and benefits wanted

8) Consumers' characteristics can be classed as either facts or cognitions. In this context, cognitions are abstract, can be determined only through more complex questioning, and generally have no single, universal definitions. Examples of cognitions include \_\_\_\_\_\_\_\_.

A) demographics, gender, and benefits wanted

B) usage rate, level of involvement and psychographics

C) personality traits, lifestyles, and family life cycle

D) education, usage situation, and social class

E) level of involvement, awareness of product alternatives, and benefits wanted

9) Consumers' characteristics can be classed as either consumer-rooted or consumption-specific. In this context, consumer-rooted features stem from the consumer's physical, social, and psychological characteristics. Examples of consumer-rooted features include \_\_\_\_\_\_\_\_.

A) demographics, gender, and benefits wanted

B) usage rate, level of involvement and psychographics

C) personality traits, lifestyles, and family life cycle

D) education, usage situation, and social class

E) level of involvement, awareness of product alternatives, and benefits wanted

10) Consumers' characteristics can be classed as either consumer-rooted or consumption-specific. In this context, consumption-specific features are attitudes and preferences toward specific products or buying situations. Examples of consumption-specific features include \_\_\_\_\_\_\_\_.

A) demographics, gender, and benefits wanted

B) usage rate, level of involvement and psychographics

C) personality traits, lifestyles, and family life cycle

D) education, usage situation, and social class

E) level of involvement, awareness of product alternatives, and benefits wanted

11) In reference to consumer characteristics, \_\_\_\_\_\_\_\_ can be determined from direct questioning and categorized by a simple objective measure, whereas \_\_\_\_\_\_\_\_ are abstract and can be determined only through more complex questioning.

A) consumption-specific features; consumer-rooted features

B) facts; cognitions

C) product-specific features; consumption-specific features

D) cognitions; facts

E) consumer-rooted features; consumption-specific features