

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

- 1) \_\_\_\_\_ is never simple, yet understanding it is the essential task of marketing management. 1) e
- A) Consumption pioneering
  - B) Understanding the difference between primary and secondary data
  - C) Early adoption
  - D) Brand personality
  - E) Consumer buying behaviour
- 2) The North American consumer market consists of more than 333 million people. The consumer market is made up of all of the following except \_\_\_\_\_. 2) c
- A) households that purchase goods or services for personal consumption
  - B) families who acquire goods or services for personal consumption
  - C) businesses that purchase goods and services
  - D) social groups who acquire services for personal consumption
  - E) individuals who acquire goods for personal consumption
- 3) The field was often referred to as \_\_\_\_\_ reflecting an emphasis on the actual exchange of goods for money. 3) b
- A) exchange theory
  - B) buyer behaviour
  - C) consumer psychology
  - D) shopping practices
  - E) purchase behaviour
- 4) Most large companies research \_\_\_\_\_ buying decisions to find out what they buy, where they buy, how and how much they buy, when they buy, and why they buy. 4) d
- A) market
  - B) social
  - C) group
  - D) consumer
  - E) permanent
- 5) Which of the following questions represents the marketer's perspective on the pre-purchase issues stage of the consumption process? 5) c
- A) What does the consumer's purchase say about the consumer?
  - B) How does a consumer decide that he or she needs a product?
  - C) How are consumer attitudes toward products formed and changed?
  - D) Does this person tell others about his or her experiences with the product?
  - E) Is acquiring a product a stressful or a pleasant experience?

- 6) Consumer purchases are influenced strongly by \_\_\_\_\_, social, personal, and psychological factors. 6) b
- A) legal
  - B) cultural
  - C) political
  - D) competitive
  - E) financial
- 7) Which of the following is considered a social factor that influences consumer behaviour? 7) b
- A) subculture
  - B) reference groups
  - C) social class
  - D) economic situation
  - E) lifestyle
- 8) As Canadians, we see ourselves as unique and distinctly different from Americans. What is the one commonality between our two cultures? 8) c
- A) that we protect the beauty of our natural landscape
  - B) that we provide a social safety net
  - C) that we are a consumer culture
  - D) that we treasure freedom
  - E) that we encourage achievement of the individual
- 9) \_\_\_\_\_ is(are) the most basic cause of a person's wants and behaviour. 9) a
- A) Culture
  - B) Brand personality
  - C) Societal factors
  - D) Cognitive dissonance
  - E) Selective perception
- 10) Marketers are always trying to spot \_\_\_\_\_ in order to discover new products that might be wanted. 10) c
- A) groups
  - B) lifestyles
  - C) cultural shifts
  - D) dissonance
  - E) attitudes
- 11) Each culture contains smaller \_\_\_\_\_, or groups of people with shared value systems based on common life experiences and situations. 11) c
- A) motives
  - B) attitudes
  - C) subcultures
  - D) alternative evaluations
  - E) cognitive dissonances

- 12) Which of the following is NOT considered an important Canadian subculture by marketers? 12) e
- A) French- Canadians
  - B) Aboriginal Canadians
  - C) ethnic consumers
  - D) mature consumers
  - E) Hispanic Canadians
- 13) This group has profoundly influenced the rest of Canada through their art, love of nature, and concern for the environment. 13) d
- A) mature Canadians
  - B) African Canadians
  - C) Asian Canadians
  - D) Aboriginal Canadiens
  - E) gay and lesbian Canadians
- 14) People of \_\_\_\_\_ origin (currently 23 percent of visible minorities) may represent as large a marketplace as Chinese consumers in Canada by 2017. 14) b
- A) Italian
  - B) South Asian
  - C) Hispanic
  - D) Japanese
  - E) South American
- 15) The average \_\_\_\_\_ household spends \$63 500 each year, slightly higher than the Canadian average of \$58 500. 15) c
- A) gay or lesbian
  - B) Asian
  - C) Chinese
  - D) mature
  - E) Hispanic
- 16) Internet use among \_\_\_\_\_ exceeds time spent listening to radio and watching TV combined. 16) b
- A) gay and lesbian Canadians
  - B) Chinese Canadians
  - C) Aboriginal Canadians
  - D) French Canadians
  - E) mature Canadians
- 17) \_\_\_\_\_ are becoming a very attractive market: they are the ideal market for travel, restaurants, high-tech home entertainment products, and convenient services 17) c
- A) Tweens
  - B) Teenagers
  - C) Mature consumers
  - D) Chinese Canadians
  - E) Aboriginal Canadians

- 18) Which of the following is NOT true of mature consumers? 18) d
- A) They are a good market for cosmetics and personal care products.
  - B) They are an ideal market for "do-it-for-me" services.
  - C) The best strategy is to appeal to their active, multidimensional lives.
  - D) They place more importance on brand names and are more brand loyal than members of other age groups.
  - E) High-tech home entertainment products appeal to them.
- 19) \_\_\_\_\_ are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviours. 19) e
- A) Lifestyles
  - B) Cultures
  - C) Attitudes
  - D) Reference groups
  - E) Social classes
- 20) What is one way that social class is NOT measured? 20) c
- A) wealth
  - B) income
  - C) number of children in the family
  - D) occupation
  - E) education
- 21) \_\_\_\_\_ are groups to which an individual wishes to belong, as when a teenaged basketball player hopes to play someday for the Los Angeles Lakers. 21) \_\_\_\_\_
- A) Leading adopter groups
  - B) Leisure groups
  - C) Membership groups
  - D) Aspirational groups
  - E) Social class groups
- 22) \_\_\_\_\_ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others. 22) \_\_\_\_\_
- A) Buzz marketers
  - B) Stealth marketers
  - C) Opinion leaders
  - D) Habitual buyers
  - E) Social networkers
- 23) Opinion leaders are sometimes referred to as \_\_\_\_\_. 23) \_\_\_\_\_
- A) the influentials
  - B) the middle class
  - C) the upper uppers
  - D) buzz marketers
  - E) networkers

- 24) Many companies, such as JetBlue and Sony, enlist everyday consumers who are enthusiastic about their brands to become \_\_\_\_\_, brand ambassadors who share their passion for a company's products with large circles of friends and acquaintances in return for insider knowledge and other rewards. 24) \_\_\_\_\_
- A) direct sellers
  - B) leading adopters
  - C) influencers
  - D) direct marketers
  - E) brand evangelists
- 25) Companies who use brand ambassadors are participating in \_\_\_\_\_. 25) \_\_\_\_\_
- A) buzz marketing
  - B) traditional marketing
  - C) direct marketing
  - D) opinion leading
  - E) values marketing
- 26) MySpace.com and YouTube are both examples of \_\_\_\_\_. 26) \_\_\_\_\_
- A) online social networks
  - B) opinion leaders
  - C) word-of-mouth marketing
  - D) buzz marketing
  - E) early adopters
- 27) Which of the following best explains why a rush of marketers now participate in established online social networks? 27) \_\_\_\_\_
- A) Members of social networking sites are unlikely to tune out personalized advertising messages.
  - B) Social networks allow companies to have greater control over brand-related content than other media do.
  - C) Social networking has been proven to be more effective than traditional marketing.
  - D) Companies have found their own social networks to be unsuccessful.
  - E) Consumers are more likely to view peer-to-peer communication as credible.
- 28) The \_\_\_\_\_ is the most important consumer buying organization in society; the roles and influences of different members have been researched extensively. 28) \_\_\_\_\_
- A) social class
  - B) membership group
  - C) subculture
  - D) family
  - E) reference group
- 29) A \_\_\_\_\_ consists of the activities people are expected to perform according to the persons around them. 29) \_\_\_\_\_
- A) lifestyle
  - B) tradition
  - C) role
  - D) life cycle
  - E) motive

- 30) A buyer's decisions are influenced by \_\_\_\_\_ such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. 30) \_\_\_\_\_
- A) perceptions
  - B) attitudes
  - C) reference groups
  - D) personal characteristics
  - E) psychographics
- 31) People change the goods and services they buy over time because of the two changing factors of \_\_\_\_\_. 31) \_\_\_\_\_
- A) family and tradition
  - B) groups and learning
  - C) perception and personality
  - D) age and life-cycle stage
  - E) belief and attitude
- 32) \_\_\_\_\_ is a person's pattern of living as expressed in his or her psychographics, including his or her activities, interests, and opinions. 32) \_\_\_\_\_
- A) Lifestyle
  - B) Social class
  - C) Motive
  - D) Personality
  - E) Culture
- 33) All of the following make up a person's lifestyle EXCEPT \_\_\_\_\_. 33) \_\_\_\_\_
- A) AIO dimensions
  - B) interests
  - C) opinions
  - D) work
  - E) dissonance-reducing buying behaviour
- 34) A customer's lifestyle can be measured by using the AIO dimensions. What does AIO stand for? 34) \_\_\_\_\_
- A) Adoptions, Interests, Occupations
  - B) Acknowledgements, Interests, Observations
  - C) Activities, Interests, Opinions
  - D) Accommodation, Investment, Orientation
  - E) Achievement, Involvement, Organizations
- 35) \_\_\_\_\_ refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. It is usually described in traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. 35) \_\_\_\_\_
- A) Belief
  - B) Culture
  - C) Personality
  - D) Self-awareness
  - E) Alternative evaluation

- 36) Researchers found that a number of well-known brands tended to be strongly associated with one particular trait, such as Jeep with "ruggedness." Which of the following terms would a marketer use to describe a specific mix of human traits that may be attributed to a particular brand? 36) \_\_\_\_\_
- A) product image
  - B) brand concept
  - C) brand personality
  - D) brand perception
  - E) brand equity
- 37) Brand personality is a mix of human traits attributed to a brand. Which of the following is NOT a brand personality trait as discussed in your text? 37) \_\_\_\_\_
- A) emotion
  - B) sincerity
  - C) competence
  - D) sophistication
  - E) excitement
- 38) A person's buying choices are influenced by four major psychological factors. Which is NOT one of these factors? 38) \_\_\_\_\_
- A) beliefs
  - B) learning
  - C) perception
  - D) alternative evaluation
  - E) motivation
- 39) A \_\_\_\_\_ is a need that is sufficiently pressing to direct a person to seek satisfaction. 39) \_\_\_\_\_
- A) stimulus
  - B) perception
  - C) motive
  - D) tradition
  - E) culture
- 40) Many marketers use the self-concept premise that people's possessions contribute to and reflect their identities; that is, "we are what we have." Under this premise, consumers \_\_\_\_\_. 40) \_\_\_\_\_
- A) are attracted to products that fit in with their existing attitudes
  - B) use brand personalities
  - C) are affected by subconscious motivations
  - D) conduct the information search
  - E) buy products to support their self-images
- 41) According to Freud's theories, people are \_\_\_\_\_ many of the psychological forces shaping their behaviour. 41) \_\_\_\_\_
- A) aware of
  - B) unaware of
  - C) status-driven about
  - D) socially conscious of
  - E) unsure of

- 42) The term \_\_\_\_\_ refers to qualitative research designed to probe consumers' hidden, subconscious motivations. 42) \_\_\_\_\_  
A) motivation research  
B) depth research technique  
C) opinion leader  
D) perception analysis  
E) need recognition investigation
- 43) Maslow's theory is that \_\_\_\_\_ can be arranged in a hierarchy. 43) \_\_\_\_\_  
A) perceptions  
B) beliefs and attitudes  
C) human needs  
D) decisions  
E) stimuli
- 44) Which of the following is NOT part of Maslow's Hierarchy of Needs? 44) \_\_\_\_\_  
A) physiological needs  
B) social needs  
C) safety needs  
D) self-actualization needs  
E) stimulus needs
- 45) What is the LEAST pressing in Maslow's Hierarchy of Needs? 45) \_\_\_\_\_  
A) social needs  
B) physiological needs  
C) self-actualization needs  
D) esteem needs  
E) safety needs
- 46) \_\_\_\_\_ is the process by which people select, organize, and interpret information to form a meaningful picture of the world. 46) \_\_\_\_\_  
A) Perception  
B) Selective grouping  
C) Self-actualization  
D) Personality  
E) Learning
- 47) People cannot focus on all of the stimuli that surround them each day. A person's tendency to screen out most of the information to which he or she is exposed is called \_\_\_\_\_. 47) \_\_\_\_\_  
A) selective attitude  
B) selective retention  
C) selective distortion  
D) selective attention  
E) selective perception



- 48) People tend to interpret new information in a way that will support what they already believe. This is called \_\_\_\_\_. 48) \_\_\_\_\_
- A) selective distortion
  - B) selective attention
  - C) selective retention
  - D) selective perception
  - E) selective attitude
- 49) People forget much of what they learn. They tend to retain information that supports their attitudes and beliefs. This is called \_\_\_\_\_. 49) \_\_\_\_\_
- A) selective retention
  - B) selective attitude
  - C) perceptual vigilance
  - D) selective attention
  - E) selective distortion
- 50) Some consumers worry that they will be affected by marketing messages without even knowing it. They are concerned about \_\_\_\_\_ advertising. 50) \_\_\_\_\_
- A) innovative
  - B) alternative evaluation
  - C) comparative
  - D) perceptual
  - E) subliminal
- 51) \_\_\_\_\_ describes changes in an individual's behaviour arising from experience. 51) \_\_\_\_\_
- A) Cognitive dissonance
  - B) Perception
  - C) Learning
  - D) Aggressiveness
  - E) Lifestyle
- 52) Learning occurs through the interplay of all of the following EXCEPT \_\_\_\_\_. 52) \_\_\_\_\_
- A) drives
  - B) dissonance behaviour
  - C) cues
  - D) stimuli
  - E) reinforcement
- 53) \_\_\_\_\_ are subtle stimuli that determine where, when, and how a person responds to an idea. 53) \_\_\_\_\_
- A) Cues
  - B) Messages
  - C) Impulses
  - D) Personalities
  - E) Drives

- 54) If a consumer's experience is rewarding, that consumer will probably use the product more and more. The consumer's response to the product will be \_\_\_\_\_. 54) \_\_\_\_\_
- A) an attitude
  - B) a dissonant experience
  - C) a belief
  - D) reinforced
  - E) motivated
- 55) By applying \_\_\_\_\_ concepts, marketers can affect demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement. 55) \_\_\_\_\_
- A) social classes
  - B) cognitive dissonance
  - C) need recognition
  - D) subliminal advertising
  - E) learning theory
- 56) A(n) \_\_\_\_\_ is a descriptive thought that a person has about something. 56) \_\_\_\_\_
- A) perception
  - B) attitude
  - C) motive
  - D) belief
  - E) lifestyle
- 57) A(n) \_\_\_\_\_ is a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. 57) \_\_\_\_\_
- A) perception
  - B) motive
  - C) attitude
  - D) belief
  - E) lifestyle
- 58) When consumers are highly involved with the purchase of an expensive product and they perceive significant differences among brands, they most likely will undertake \_\_\_\_\_. 58) \_\_\_\_\_
- A) variety-seeking buying behaviour
  - B) reflective buying behaviour
  - C) habitual buying behaviour
  - D) habitual buying behaviour
  - E) complex buying behaviour
- 59) Which of the following typically occurs with habitual buying behaviour? 59) \_\_\_\_\_
- A) There is strong brand loyalty.
  - B) Ad repetition creates brand conviction.
  - C) Consumers search extensively for information.
  - D) There is high consumer involvement.
  - E) Purchases are made out of habit rather than loyalty.

- 60) When customers have a low involvement in a purchase but perceive significant brand differences, they will most likely engage in \_\_\_\_\_. 60) \_\_\_\_\_
- A) dissonance-reducing buying behaviour
  - B) habitual buying behaviour
  - C) complex buying behaviour
  - D) brand conviction buying behaviour
  - E) variety-seeking buying behaviour
- 61) The buyer decision process consists of five stages. Which of the following is NOT one of these stages? 61) \_\_\_\_\_
- A) variety-seeking buying behaviour
  - B) postpurchase behaviour
  - C) information search
  - D) purchase decision
  - E) need recognition
- 62) The buying process starts with \_\_\_\_\_, in which the buyer recognizes a problem. 62) \_\_\_\_\_
- A) alternative evaluation
  - B) need recognition
  - C) product awareness
  - D) information search
  - E) product interest
- 63) If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it immediately. If not, the consumer may store the need in memory or undertake a(n) \_\_\_\_\_. 63) \_\_\_\_\_
- A) product adoption
  - B) information search
  - C) postpurchase behaviour
  - D) brand personality
  - E) alternative evaluation
- 64) The consumer can obtain information from any of several sources. Which of the following is NOT one of these types of sources? 64) \_\_\_\_\_
- A) public
  - B) commercial
  - C) attitude
  - D) personal
  - E) experiential
- 65) The most effective sources from which consumers obtain information are \_\_\_\_\_ because they legitimize or evaluate products for the buyer. 65) \_\_\_\_\_
- A) public
  - B) commercial
  - C) personal
  - D) experiential
  - E) experimental

- 66) Marketers describe the way the consumer processes information to arrive at brand choices as \_\_\_\_\_. 66) \_\_\_\_\_
- A) alternative evaluation
  - B) post-purchase dissonance
  - C) purchase decision
  - D) information search
  - E) situational factors
- 67) Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. Which of the following is one of these factors? 67) \_\_\_\_\_
- A) attitude of others
  - B) postpurchase behaviour
  - C) alternative evaluation
  - D) cognitive dissonance
  - E) new product adoption
- 68) After the purchase of a product, consumers will be either satisfied or dissatisfied and engage in \_\_\_\_\_. 68) \_\_\_\_\_
- A) information searches
  - B) need recognition
  - C) postpurchase behaviour
  - D) product expectations
  - E) alternative evaluation
- 69) The relationship between the consumer's expectations and the product's \_\_\_\_\_ determines whether the buyer is satisfied or dissatisfied with a purchase. 69) \_\_\_\_\_
- A) service quality
  - B) consumer market
  - C) recognition
  - D) perceived performance
  - E) brand personality
- 70) Almost all major purchases result in \_\_\_\_\_, or discomfort caused by postpurchase conflict. 70) \_\_\_\_\_
- A) need recognition
  - B) dissatisfaction
  - C) cognitive dissonance
  - D) purchase decisions
  - E) legitimization
- 71) Consumers learn about new products for the first time and make the decision to buy them during the \_\_\_\_\_. 71) \_\_\_\_\_
- A) need recognition stage
  - B) quality assessment
  - C) trial process
  - D) evaluation process
  - E) adoption process
- 72) Which of the following is NOT one of the stages that customers go through in the process of learning about and making decisions about a new product or service? 72) \_\_\_\_\_
- A) culture                      B) awareness                      C) trial                      D) interest                      E) evaluation

- 73) Relative advantage, compatibility, complexity, divisibility, and communicability are all examples of \_\_\_\_\_. 73) \_\_\_\_\_
- A) dissonance-reducing buying behaviours
  - B) individual differences in innovation
  - C) product characteristics that influence rate of adoption
  - D) alternative evaluations
  - E) postpurchase behaviours
- 74) Generation Xers, who were born between 1965 and 1976, share the childhood experiences of higher parental divorce rates, recession, and corporate downsizing. They tend to care about the environment and value experience over acquisition. Generation Xers make up a \_\_\_\_\_. 74) \_\_\_\_\_
- A) subculture
  - B) social network
  - C) life-cycle stage
  - D) social class
  - E) lifestyle
- 75) A shoe company uses ads featuring the members of a country music band with the hope that the band's fans will see them wearing the company's shoes and want to wear the same shoes. The shoe company is hoping that fans of the band view the band as a \_\_\_\_\_. 75) \_\_\_\_\_
- A) subculture
  - B) status symbol
  - C) membership group
  - D) lifestyle
  - E) reference group
- 76) Rashmi Singh always knows about the trendiest fashions. She actively shares her knowledge with a wide group of friends and colleagues about where to shop for cutting-edge fashion at great deals, and her advice is often followed. Rashmi is an example of a(n) \_\_\_\_\_. 76) \_\_\_\_\_
- A) experiential source
  - B) buzz marketer
  - C) innovator
  - D) opinion leader
  - E) membership group
- 77) Shane Sudendorf is an active member of her sorority, two intramural teams, and a service organization at her college. She also actively participates on two online social networks, posting information about her day along with her thoughts on music, food, fashion, and culture. From this description, which of the following is the best way to describe Shane? 77) \_\_\_\_\_
- A) an opinion leader
  - B) a member of the RBC Youth segment
  - C) a brand ambassador
  - D) a status symbol
  - E) a member of the RBC Builder segment

- 78) There is a trend in Canada toward rediscovering the flavor of regional cooking and the use of locally grown ingredients. People are choosing to spend hours in the kitchen using only the freshest ingredients to recreate local culinary traditions. This reflects a change in \_\_\_\_\_. 78) \_\_\_\_\_
- A) variety-seeking behaviour
  - B) subculture
  - C) personality
  - D) life cycle
  - E) lifestyle
- 79) The RBC Royal Bank has identified five life-stage segments. Members of which segment are most likely to be interested in debt-load management services? 79) \_\_\_\_\_
- A) Preservers
  - B) Youth
  - C) Getting Started
  - D) Accumulators
  - E) Builders
- 80) According to one analyst, a Harley-Davidson motorcycle can make you feel like "the toughest, baddest guy on the block." Harley-Davidson promotes its motorcycles with images of independence, freedom, and power. Harley-Davidson has created a \_\_\_\_\_. 80) \_\_\_\_\_
- A) brand self-image
  - B) brand motivation
  - C) lifestyle
  - D) brand personality
  - E) life-cycle stage
- 81) A marketing research company asked members of a focus group to describe several motorcycle brands as animals. This is an example of \_\_\_\_\_. 81) \_\_\_\_\_
- A) information search
  - B) buzz marketing
  - C) hierarchical needs analysis
  - D) interpretive consumer research
  - E) status influence
- 82) Mark has long supported the actions and decisions of his city's mayor. However, many recent news stories have raised questions about the ethics of the mayor's programs and initiatives. Mark doubts that the mayor, in whom he has such faith, could behave unethically, and Mark tends to distrust the information in the media. Mark continues to support the mayor. Mark has engaged in \_\_\_\_\_. 82) \_\_\_\_\_
- A) selective attention
  - B) selective attitude
  - C) selective retention
  - D) selective distortion
  - E) perceptual defense

- 83) Juana looked at her September issue of *O* magazine and did not see anything of interest. After her mother was diagnosed with bipolar disorder, she found the issue extremely interesting because it offered advice on how to help people who are suffering from this problem. The issue became quite interesting to Juana due to \_\_\_\_\_. 83) \_\_\_\_\_
- A) social factors
  - B) subliminal messaging
  - C) selective attention
  - D) unconscious motivations
  - E) the hierarchy of needs
- 84) Bob's job description had been changed. The rationale for the changes made no sense to Bob when they were explained. Bob continued to perform most of his job duties as usual. He has engaged in \_\_\_\_\_. 84) \_\_\_\_\_
- A) selective attention
  - B) selective attitude
  - C) perceptual defense
  - D) selective interpretation
  - E) selective distortion
- 85) Stephanie and Jamal attended a sales seminar. Both left the seminar with differing opinions about what was important to implement in their jobs. Both used the information in different ways, according to what each already believed was important. They have engaged in \_\_\_\_\_. 85) \_\_\_\_\_
- A) selective distortion
  - B) selective retention
  - C) perceptual defense
  - D) selective attitude
  - E) selective attention
- 86) George is buying his first house. He has found two houses that he thinks he likes. He is highly involved in the purchase and perceives significant differences between these two houses. George will likely undertake \_\_\_\_\_. 86) \_\_\_\_\_
- A) complex buying behaviour
  - B) dissonance-reducing buying behaviour
  - C) variety-seeking buying behaviour
  - D) opinion leadership
  - E) marketing myopia
- 87) Pat thought he had received the best deal on his new car. Shortly after the purchase, Pat started to notice certain disadvantages of his new car as he learned more about other cars available. Pat is experiencing \_\_\_\_\_. 87) \_\_\_\_\_
- A) selective perception
  - B) information evaluation
  - C) purchase decision
  - D) postpurchase dissonance
  - E) postpurchase culture

- 88) For the past 10 years Bill and Margaret Kennedy have saved money to go to the Super Bowl should their team, the Chicago Bears, ever win the NFC championship. This is the year, and several tour companies offer attractive, but very similar, packages to the game. They want to be certain to choose the best one. Bill and Margaret are most likely to exhibit \_\_\_\_\_. 88) \_\_\_\_\_
- A) variety-seeking buying behaviour
  - B) complex buying behaviour
  - C) dissonance-reducing buying behaviour
  - D) habitual buying behaviour
  - E) brand familiarity buying behaviour
- 89) Carrie tends to purchase various brands of bath soap. She has never been loyal to a specific brand; instead, she does a lot of brand switching. Carrie exhibits \_\_\_\_\_. 89) \_\_\_\_\_
- A) complex buying behaviour
  - B) brand familiarity buying behaviour
  - C) variety-seeking buying behaviour
  - D) dissonance-reducing buying behaviour
  - E) habitual buying behaviour
- 90) Which of the following would a marketer be LEAST likely to do to encourage habitual buying behaviour? 90) \_\_\_\_\_
- A) stress several key points in ad copy
  - B) dominate shelf space
  - C) keep shelves fully stocked
  - D) run frequent reminder advertising
  - E) focus on visual imagery and symbols in ad campaigns
- 91) Lexus works to keep customers happy after each sale, aiming to delight the customer in order to gain a customer for life. In this pursuit, Lexus is focused on which step of the buyer decision process? 91) \_\_\_\_\_
- A) evaluation of alternatives
  - B) information search
  - C) need recognition
  - D) postpurchase behaviour
  - E) purchase decision
- 92) Blake is in the process of buying a new car. He is highly involved in the purchase and perceives significant differences among his three favourite models. Blake's next step is most likely to be \_\_\_\_\_. 92) \_\_\_\_\_
- A) purchase decision
  - B) postpurchase behaviour
  - C) opinion leadership
  - D) cognitive dissonance
  - E) alternative evaluation



- 93) Donna wants to buy a new coat. During the \_\_\_\_\_ stage of her purchase process she will ask her friends to recommend a store and/or a style of coat. She will search the newspaper for coat sales, and she will visit nearby stores to see what is available in her price range. 93) \_\_\_\_\_
- A) information search
  - B) need recognition
  - C) purchase decision
  - D) product evaluation
  - E) alternative evaluation
- 94) Leona purchased two bottles of wine from vineyards in Australia. When asked her opinion of the wine, she said the burgundy wine tasted like alcoholic grape juice, but the Chablis had a crisp taste that she really enjoyed. These statements were made during the \_\_\_\_\_ stage of the purchase decision. 94) \_\_\_\_\_
- A) postpurchase behaviour
  - B) purchase decision
  - C) information search
  - D) alternative evaluation
  - E) situational analysis
- 95) Cameron loves to know about and purchase the most up-to-date technological gadgets. Among his friends, he is almost always the first to own the newest electronic product. Often the products that Cameron buys become adopted by large groups of consumers, but occasionally Cameron will purchase a product that is adopted by only a small portion of the population. To which of the following adopter groups does Cameron belong? 95) \_\_\_\_\_
- A) innovator
  - B) early adopter
  - C) early majority
  - D) laggards
  - E) late majority

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

- 96) The North American consumer market is one of the least attractive consumer markets in the world. 96) \_\_\_\_\_
- 97) Subcultures are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviours. 97) \_\_\_\_\_
- 98) Marketers who want to appeal to Quebec consumers need do no more than communicate in French using dictionary translations of words. 98) \_\_\_\_\_
- 99) Bell Canada's long-running Monsieur B campaign, which originated in 1992, is almost unknown in the rest of Canada, yet, it has approached legendary status in Quebec. 99) \_\_\_\_\_
- 100) Younger consumers are better off financially than mature consumers. They are the ideal market for travel, restaurants, high-tech home entertainment products, and convenient services. 100) \_\_\_\_\_
- 101) Social class is based on shared value systems and common life experiences and situations. 101) \_\_\_\_\_
- 102) Because people are able to move between social classes, these classes are relatively impermanent and disordered divisions whose members share dissimilar values, interests, and behaviours. 102) \_\_\_\_\_

- 103) Online social networks represent an important new form of buzz for marketers. 103) \_\_\_\_\_
- 104) Children exert little influence on family buying decisions, particularly in areas such as entertainment and food. 104) \_\_\_\_\_
- 105) Tastes in food, clothes, furniture, and recreation are often age related. 105) \_\_\_\_\_
- 106) Personality is a person's pattern of living as expressed in his or her psychographics. 106) \_\_\_\_\_
- 107) Consumers are likely to choose brands with personalities that contrast their own. 107) \_\_\_\_\_
- 108) A person's buying choices are influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes. 108) \_\_\_\_\_
- 109) Maslow's theory is that human needs—including physiological, safety, social needs, esteem, and self-actualization needs—are arranged in a hierarchy and that an unsatisfied need motivates an individual to take action to satisfy it. 109) \_\_\_\_\_
- 110) Numerous studies by psychologists and consumer researchers have found little or no link between subliminal messages and consumer behaviour. 110) \_\_\_\_\_
- 111) Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world. 111) \_\_\_\_\_
- 112) A belief is the specific mix of human traits that may be attributed to a particular brand. 112) \_\_\_\_\_
- 113) Dissonance-reducing buying behaviour typically occurs when a buyer sees little difference among brands but is highly involved with the purchase. 113) \_\_\_\_\_
- 114) A person buying a car would be unlikely to exhibit complex buying behaviour. 114) \_\_\_\_\_
- 115) A marketer seeking to create brand familiarity should be more concerned about creative ad copy content than ad repetition. 115) \_\_\_\_\_
- 116) Brand switching occurs for the sake of variety rather than because of dissatisfaction. 116) \_\_\_\_\_
- 117) Commercial sources of information typically legitimize and evaluate products for buyers. 117) \_\_\_\_\_
- 118) After purchasing a product, the consumer will be satisfied or dissatisfied and will engage in post-purchase behaviour. 118) \_\_\_\_\_
- 119) Most unhappy customers explain their reasons for dissatisfaction to the company who sold the product. 119) \_\_\_\_\_
- 120) When a consumer learns about a new product for the first time and makes a decision to try it, the consumer is engaged in the alternative evaluation process. 120) \_\_\_\_\_

- 121) People differ greatly in their readiness to try new products. In each product area, there are "consumption pioneers." They are also called laggards. 121) \_\_\_\_\_
- 122) Early adopters are opinion leaders in their communities and adopt new ideas early but carefully. 122) \_\_\_\_\_
- 123) Ed purchases new technological devices such as PDAs, DVRs, and MP3 players after many people he knows already own the devices. However, Ed is rarely among the last people he knows to purchase a new technology. Ed is part of the laggard adopter group. 123) \_\_\_\_\_
- 124) Members of the early majority are deliberate; although they rarely are leaders, they adopt new ideas before the average person. 124) \_\_\_\_\_
- 125) In general, innovators tend to be relatively older, be more mature, and have a lower income than late adopters. 125) \_\_\_\_\_
- 126) Two of the characteristics that are especially important in influencing an innovation's rate of adoption are relative advantage and compatibility. 126) \_\_\_\_\_

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

- 127) Cultural factors exert a broad and deep influence on consumer behaviour. The marketer needs to understand the role played by the buyer's culture, subculture, and social class. Compare the roles of culture, subculture, and social class.
- 128) Why should marketers be concerned with distinct regional subcultures in Canada?
- 129) A consumer's behaviour is influenced by social factors, such as the consumer's small groups, family, and social roles and status. Explain the differences among these social factors.
- 130) Each person's distinct personality influences his or her buying behaviour. Personality is usually described in terms of traits. What are these traits, and how do they affect the way people purchase items? Give at least one example.
- 131) Explain Maslow's Hierarchy of Needs.
- 132) Compare and contrast the four types of buying decision behaviour exhibited by consumers.
- 133) Describe some important strategies for a marketer of a high-involvement product.
- 134) What are the stages in the buyer decision process? List them in order and describe each stage.
- 135) Identify and describe the stages in the adoption process.
- 136) Identify the product characteristics that influence the rate of adoption. Explain how each characteristic affects the rate of adoption.

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 137) What is the central question for marketers regarding consumer behaviour? 137) \_\_\_\_\_

- 138) Give an example of a cultural shift that may impact the marketing of products or services. 138) \_\_\_\_\_
- 139) What are Canada's three founding nations and how has this influenced buying behaviour? 139) \_\_\_\_\_
- 140) What does *Maclean's* magazine's annual poll of Canadian values suggests that the majority of Canadians treasure most? 140) \_\_\_\_\_
- 141) Why should Canadian marketers develop communications materials in several languages? 141) \_\_\_\_\_
- 142) Why did the Tide advertising campaign featuring Kelly Ripa not appear in Quebec? 142) \_\_\_\_\_
- 143) In what way might a marketer rely on opinion leaders? 143) \_\_\_\_\_
- 144) How does marketing through online social networks differ from more traditional marketing? 144) \_\_\_\_\_
- 145) A young hockey player hopes to someday emulate Sidney Crosby and play in the NHL. What type of reference group does this represent? 145) \_\_\_\_\_
- 146) How has the Canadian Opera Company used online social networks as a marketing tool? 146) \_\_\_\_\_
- 147) Explain why typical husband - dominant or wife - dominant products of the 1970s may no longer be regarded as typical. 147) \_\_\_\_\_
- 148) Explain the concept of brand personality. 148) \_\_\_\_\_
- 149) Explain why selective attention is not controllable by a marketer. 149) \_\_\_\_\_
- 150) Explain how selective distortion is somewhat controllable by a marketer. 150) \_\_\_\_\_
- 151) Knowing that selective retention prevents consumers from remembering everything about an ad, what might a marketer do to enhance retention? 151) \_\_\_\_\_
- 152) Explain the role of marketers in the information search step of the consumer decision-making process. Give an example of how the marketer might execute this role. 152) \_\_\_\_\_
- 153) Explain how marketers may be able to reduce postpurchase cognitive dissonance. 153) \_\_\_\_\_
- 154) Why should marketers set up systems that encourage customers to complain about products? 154) \_\_\_\_\_
- 155) What strategy should a marketer use upon learning that consumers are not buying a product because they do not perceive a need for it? 155) \_\_\_\_\_
- 156) What are the differences between innovators and early adopters? 156) \_\_\_\_\_

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

**Refer to the scenario below to answer the following questions.**

The Attic Trunk began in 1979 as an upscale dress shop in Forest Ridge's fashionable shopping district, catering to a wealthy, mature clientele. Many other specialty shops lined the main avenue over the next few years. But as Forest Ridge began to attract an affluent, younger, and more demographically diverse population, the once-popular shopping district was increasingly perceived as stodgy and snobby. By the late 1980s, many of these specialty shops suffered financially. Most shops attracted only tourists who enjoyed browsing through the displays of alligator belts and shoes, piles of scented soaps, and useless flowered parasols, often laughing at the ridiculously high prices. Owners of The Attic Trunk had noticed the shifts in population and buying behaviour of the typical shopper by the late 1980s. In fact, the owners had observed that the once-fashionable shopping district in Forest Ridge no longer attracted a "typical shopper." The wealthy, mature clientele had been partially replaced with affluent families with children, a mix of Asian and African Americans as well as Caucasians. Specialty items at The Attic Trunk gradually disappeared, replaced by brand-name apparel, colognes, and jewelry. Other owners followed suit in the early 1990s, bringing restaurants, an outdoor cafe, and a day spa to the main avenue in Forest Ridge.

- 157) Which of the following is the strongest reason that the owners of The Attic Trunk might NOT want to completely discount the mature consumers as a still-viable target market? 157) \_\_\_\_\_
- A) Mature consumers are the largest and wealthiest demographic segment in Canada.
  - B) Mature consumers are spending an increasing percentage of their income on specialty items such as those originally sold by The Attic Trunk.
  - C) Mature consumers are less willing to shop around and change brands than younger consumers are, so they will likely remain loyal to The Attic Trunk.
  - D) Mature consumers are interested in shopping where younger families shop in an effort to look as young as they feel.
  - E) Mature consumers wield considerable influence over purchases made by their children and grandchildren.
- 158) Forest Ridge's population has become increasingly ethnic in recent years. If the Attic Trunk wanted to pursue an ethnic market that typically spends a bit more than the average Canadian household, it should target \_\_\_\_\_ customers. 158) \_\_\_\_\_
- A) Caribbean
  - B) Italian
  - C) Chinese
  - D) South Asian
  - E) Filipino
- 159) Many families with children are now attracted to the shopping district in Forest Ridge. What characteristics about families as consumer groups might the owners of The Attic Trunk want to keep in mind? 159) \_\_\_\_\_
- A) Men today account for about 40 percent of all food purchases.
  - B) Though more women hold jobs outside the home today than when The Attic Trunk first opened, husband-wife involvement in the buying process has remained relatively unchanged.
  - C) Women influence nine out of ten new home and vacation purchases.
  - D) Women today account for 50 percent of all technology purchases.
  - E) Children have considerable amounts of disposable income and have a strong influence on family buying decisions.

- 160) It is most likely that each consumer segment attracted to The Attic Trunk would have which of the following in common with the other consumer segments? 160) \_\_\_\_\_
- A) subculture
  - B) AIO dimensions
  - C) personality
  - D) membership groups
  - E) reference groups
- 161) The Attic Trunk could consider targeting by family life-cycle stage. Which of the following stages is the most traditional? 161) \_\_\_\_\_
- A) extended parents
  - B) unmarried couples
  - C) same sex couples
  - D) childless couples
  - E) married couples with children
- 162) Consumers are likely to choose brands with personalities that match their own. If the Attic Trunk wanted their brand to be associated with traits such as upper class and charming, they would seek to project which brand personality attribute? 162) \_\_\_\_\_
- A) excitement
  - B) competence
  - C) sophistication
  - D) sincerity
  - E) ruggedness
- 163) Anne Lagodski regularly shops at The Attic Trunk to purchase the latest styles with designer labels. Anne sees herself as sophisticated and fashion-forward. Her \_\_\_\_\_ guides her purchase choices. 163) \_\_\_\_\_
- A) reference group
  - B) self-concept
  - C) brand preferences
  - D) budget
  - E) life stage
- 164) By keeping the latest styles in stock, management at The Attic Trunk is able to satisfy which of Maslow's needs best. 164) \_\_\_\_\_
- A) safety
  - B) esteem
  - C) social
  - D) self-actualization
  - E) physiological
- 165) At one time, prospective customers of The Attic Trunk perceived the shop to be old-fashioned and snobby. Although new advertising could be designed to change this perception, the owners would still have to deal with \_\_\_\_\_ which could cause their audience to screen out most of the information to which they are exposed. 165) \_\_\_\_\_
- A) selective attention
  - B) selective selection
  - C) selective retention
  - D) selective distortion
  - E) selective reception

- 166) The Attic Trunk could be considered a challenger shop compared to the market leader shop in Forest Ridge. A good strategy, then, to attract the variety-seeking shopper would be to \_\_\_\_\_. 166) \_\_\_\_\_
- A) run reminder advertising
  - B) keeping shelves fully stocked
  - C) offer higher prices
  - D) run advertising that presents reasons for trying something new
  - E) stress only a few key points in advertising copy
- 167) Pamela Gupta learned about the brands available at The Attic Trunk after asking her supervisor where she shopped for her lovely sweaters. This represents which type of source for an information search? 167) \_\_\_\_\_
- A) experimental
  - B) commercial
  - C) public
  - D) personal
  - E) experiential
- 168) Pamela shopped for fashions two or three times last fall at The Attic Trunk and was delighted with her purchases. Now she shops every Saturday to add a new item to her wardrobe. Which stage of the adoption process is Pamela in with regard to The Attic Trunk? 168) \_\_\_\_\_
- A) interest                      B) adoption                      C) evaluation                      D) awareness                      E) trial

## Answer Key

Testname: UNTITLED6

- 1) E
- 2) C
- 3) B
- 4) D
- 5) C
- 6) B
- 7) B
- 8) C
- 9) A
- 10) C
- 11) C
- 12) E
- 13) D
- 14) B
- 15) C
- 16) B
- 17) C
- 18) D
- 19) E
- 20) C
- 21) D
- 22) C
- 23) A
- 24) E
- 25) A
- 26) A
- 27) E
- 28) D
- 29) C
- 30) D
- 31) D
- 32) A
- 33) E
- 34) C
- 35) C
- 36) C
- 37) A
- 38) D
- 39) C
- 40) E
- 41) B
- 42) A
- 43) C
- 44) E
- 45) C
- 46) A
- 47) D
- 48) A
- 49) A
- 50) E



## Answer Key

Testname: UNTITLED6

- 51) C
- 52) B
- 53) A
- 54) D
- 55) E
- 56) D
- 57) C
- 58) E
- 59) E
- 60) E
- 61) A
- 62) B
- 63) B
- 64) C
- 65) C
- 66) A
- 67) A
- 68) C
- 69) D
- 70) C
- 71) E
- 72) A
- 73) C
- 74) A
- 75) E
- 76) D
- 77) A
- 78) E
- 79) E
- 80) D
- 81) D
- 82) D
- 83) C
- 84) A
- 85) A
- 86) A
- 87) D
- 88) C
- 89) C
- 90) A
- 91) D
- 92) E
- 93) A
- 94) A
- 95) A
- 96) FALSE
- 97) FALSE
- 98) FALSE
- 99) TRUE
- 100) FALSE

## Answer Key

Testname: UNTITLED6

- 101) FALSE
- 102) FALSE
- 103) TRUE
- 104) FALSE
- 105) TRUE
- 106) FALSE
- 107) FALSE
- 108) TRUE
- 109) TRUE
- 110) TRUE
- 111) FALSE
- 112) FALSE
- 113) TRUE
- 114) FALSE
- 115) FALSE
- 116) TRUE
- 117) FALSE
- 118) TRUE
- 119) FALSE
- 120) FALSE
- 121) FALSE
- 122) TRUE
- 123) FALSE
- 124) TRUE
- 125) FALSE
- 126) TRUE
- 127) Culture is the most basic cause of a person's wants and behaviour. Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important markets. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviours. Unlike nationality or ethnic subculture, social class is determined by a combination of many variables, such as occupation, income, education, and wealth. Social scientists have identified seven social classes within the American culture, ranging from upper class to lower class.
- 128) Canada is a regional country, so marketers may develop distinctive programs for the Atlantic provinces, Quebec, Central Canada, the Prairies, and British Columbia. The sheer size of the country and its varied geographic features and climate have certainly shaped regional character and personality. For example, Atlantic Canada is largely defined by its proximity to and historical relationship with the sea. Equally, the isolation imposed by the mountain barrier, along with the abundance and grandeur of British Columbia's natural environment, shaped the outlook of that region's residents. Immigration has also had a differential effect on the different regions within Canada. The economy of each region furthers these differences. The fate of regions linked to the rise and fall of commodities, such as fish, timber, wheat, minerals, or oil, has affected regional mindsets as well as economies. Perceived disparities in political power have also increased regionalism, especially in Quebec, Newfoundland and Labrador, and Alberta.

- 129) Small groups to which a person belongs have a direct influence on what a person buys. Reference groups serve as direct or indirect points of comparison or reference in forming a person's attitudes or behaviours. An aspirational group is one to which the individual wishes to belong. Reference groups expose a person to new behaviours and lifestyles, influence a person's attitudes and self-concept, and create pressures to conform that may affect the person's product and brand choices. Opinion leaders are also included in reference groups. The group closest to consumers is the family, the most important consumer buying organization in society. Marketers are interested in the changing roles and influence of each family member, particularly as male and female purchasing roles evolve and children wield more purchasing influence. Within groups, including families, the position of an individual is defined by role and status. A role consists of the activities people are expected to perform according to the persons around them, while status is the general esteem given to that role. People tend to choose products that fit with their roles and status.
- 130) Personality is described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing behaviour for certain products. Consumers are likely to choose brands with personalities that match their own. For example, someone with a sophisticated personality might be attracted to a more sophisticated product, such as a BMW, while someone with a more rugged personality might be attracted to a more rugged product, such as a Jeep.
- 131) Maslow suggested that our unfulfilled needs motivate us and that our needs are arranged in a hierarchy. The hierarchy of needs includes physiological, safety, social, self-esteem, and self-actualization needs. Maslow suggested that we fill the bottom-level, basic needs first before moving up the hierarchy. Until more basic needs such as safety are fulfilled, an individual has little interest in higher-level needs such as esteem and self-actualization.
- 132) A consumer exhibits complex buying behaviour when he or she is highly involved in a purchase decision and perceives significant differences among the choices. Consumers will engage in a learning process as they gather and analyze information about their choices before making a purchase. When a consumer is highly involved with a purchase but does not perceive significant differences among his or her choices, he or she will most likely engage in dissonance-reducing behaviour. This behaviour involves less time learning about each product's attributes, and a consumer is more likely to make a choice based on a good price or convenience. Habitual buying behaviour and variety-seeking behaviour are exhibited when a consumer has a low involvement with the product. When the consumer sees little difference between brands, he or she will most likely engage in habitual buying behaviour, buying the most familiar brands out of habit. When the consumer perceives some significant brand differences, he or she is more likely to engage in variety-seeking buying behaviour, doing a lot of brand switching without a great deal of evaluation before purchase.
- 133) Marketers must understand the information-gathering and evaluation behaviour of their high-involvement customers. This involves helping customers learn about the product attributes and their relative importance, as well as clearly differentiating the brand's features. Marketers might use long copy in print media to satisfy the customer's need for information. Marketers must also motivate salespeople to influence the customer's choice. To discourage customers' postpurchase dissonance, after-sale communications from the marketer should help customers feel good about their purchase decision.
- 134) In the need recognition stage, consumers become aware of a new problem or need. Then, consumers seek information products to meet that need in the information search stage. In the alternative evaluation stage, consumers use the gathered information to compare and contrast the choices. Consumers do not use the same evaluation process in all buying situations; sometimes they may make careful, logical calculations and other times they may rely on intuition and buy on impulse. Consumers then make the purchase decision, buying the product. The last component of the process is postpurchase behaviour, which is determined by any difference between the consumer's expectations for the product and the perceived performance of the product.
- 135) In the awareness stage, consumers become aware of the new product but lack information about it. Then, consumers seek information about the new product in the interest stage. In the evaluation stage, consumers consider whether trying the new product makes sense. Consumers try the product on a limited basis in the trial stage. Finally, consumers decide to make full use of the product in the adoption stage.

## Answer Key

Testname: UNTITLED6

- 136) The five most important product characteristics that influence the rate of a product's adoption are relative advantage, compatibility, complexity, divisibility, and communicability. Relative advantage is the degree to which an innovation appears superior to existing products; the greater the perceived relative advantage, the sooner the product will be adopted. Compatibility is the degree to which the innovation fits the values and experiences of potential consumers; high compatibility leads to quick adoption. Complexity is the degree to which the innovation is difficult to understand or use; the greater the complexity, the slower the adoption rate. Divisibility is the degree to which the innovation may be tried on a limited basis; the higher the divisibility, the slower the rate of adoption. Finally, communicability is the degree to which the results of using the innovation can be observed or described to others; high communicability lends itself to a higher rate of adoption.
- 137) Given all the characteristics (cultural, social, personal, and psychological) affecting consumer behaviour, how do we best design our marketing efforts to reach our consumers most effectively? Thus, the study of consumer behaviour begins and ends with the individual.
- 138) Answers will vary. Currently, the shift toward greater concern about health and fitness has generated increased marketing of exercise equipment and gear.
- 139) Canada had three founding nations: Aboriginal peoples, the English, and the French. The unique history and language of each of these nations has driven many of the cultural differences that result in different buying behaviours across Canada.
- 140) Canadians treasure freedom; the beauty of our natural landscape; our beliefs in respect, equality, and fair treatment; our flag; our social safety net; our international role; and our multicultural and multiracial makeup.
- 141) Canada is increasingly becoming a multilingual society. Statistics Canada reports that almost one out of every five Canadians reported having a mother tongue other than English or French—in fact, more than 100 languages were reported in the 2006 census. Allophones, people who report a mother tongue other than English or French, exceed 6.1 million (up from 5.3 million in the 2001 census).
- 142) Marketers must also be aware that Quebec has its own icons and unique media personalities. Tide's successful campaign featuring Kelly Ripa aired in the rest of Canada, but television personality Sonia Vachon was used in Quebec.
- 143) Opinion leaders can influence other larger groups of consumers to be attracted to a marketer's products.
- 144) Marketers hope to use social networks to interact with consumers and become a part of their everyday lives instead of relying on the one-way commercial messages of more traditional media.
- 145) People are influenced by reference groups to which they do not belong. An *aspirational group* is one to which the individual wishes to belong.
- 146) Marketers are working to harness the power of these new social networks to promote their products and build closer customer relationships. Instead of throwing more one-way commercial messages at ad-weary consumers, they hope to use social networks to *interact* with consumers and become a part of their conversations and lives. The Canadian Opera Company's Facebook page lists upcoming events, pictures, and links to relevant YouTube videos.
- 147) Changes in the traditional family structure, such as more women holding jobs outside the home and more single-parent households, have changed the traditional buying roles over time.
- 148) A brand personality is the specific mix of human traits that may be attributed to a particular brand.
- 149) A marketer cannot guarantee that a consumer will pay attention to or remember a specific ad; people use selective attention because it is impossible for them to pay attention to the thousands of marketing stimuli they experience each day.
- 150) Marketers can attempt to understand consumers' mindsets and how these will affect perceptions of advertisements.
- 151) Use of drama, fear, or extreme humour in an ad can often promote retention among consumers; ad repetition may also work.
- 152) The role of marketers in the information search step of the consumer decision-making process is to make the information consumers want and need about their product easily accessible by the consumer.
- 153) Marketers must make every effort to enhance after-sale communications, providing evidence and support to help consumers feel good about their purchases.

## Answer Key

Testname: UNTITLED6

- 154) Most customers never share their complaints with marketers; without this information, it is difficult for a company to identify how it can improve.
- 155) Marketing might launch an advertising campaign that shows customers how the product can solve their existing problems and meet their existing needs.
- 156) Innovators are more willing to take on risk; early adopters try new ideas early on but are much more deliberate.
- 157) A
- 158) C
- 159) E
- 160) B
- 161) E
- 162) C
- 163) B
- 164) B
- 165) A
- 166) D
- 167) D
- 168) B