



TEXTBOOK TESTBANKS

# Test Bank for Consumer Behavior 1st Ruvio

TEST BANK SAMPLE PREVIEW

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**Test Bank**

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## Chapter 1 Test Bank

1. \_\_\_\_\_ refers to how buyers make decisions prior to, during, and after acquiring a product to satisfy their needs, wants, and demands.
  - a. Marketing behavior
  - b. Purchase behavior
  - c. Consumer behavior**
  - d. Exchange behavior
  - e. Consumption behavior
2. The process of consumer behavior involves the \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ of products.
  - a. use; consumption; disposal
  - b. acquisition; use; disposal**
  - c. purchase; acquisition; use
  - d. search; acquisition; use
  - e. search; acquisition; disposal
3. Which of the following is NOT a way of acquisition?
  - a. Renting
  - b. Trading
  - c. Sharing
  - d. Gifting
  - e. All are ways of acquisition**
4. \_\_\_\_\_ is the knowledge derived by studying consumer behavior.
  - a. Buyer behavior
  - b. Exchange insights
  - c. Consumer insights**
  - d. Market behavior
  - e. Market insights
5. Which of the following is NOT typically considered a consumer?
  - a. A household
  - b. A government organization
  - c. A non-profit company
  - d. A manufacturer
  - e. All of above can be consumers**
6. Mark purchased a good pair of sneakers to improve his workout experience. Mark's behavior is influenced by an \_\_\_\_\_ factor. Jake saw Mark's sneakers and decided that he wanted a similar pair. Jake's behavior is influenced by an \_\_\_\_\_ factor.
  - a. internal; external**
  - b. internal; internal
  - c. external; external
  - d. external; internal
  - e. extrinsic; intrinsic

7. Ben ran out of milk and went to the grocery store to get more. He decided to try almond milk this time after recalling a conversation he had with his friend about non-dairy products. Ben's need to get milk is influenced by an \_\_\_\_\_ factor. His decision to try almond milk is influenced by an \_\_\_\_\_ factor.
- a. internal; internal
  - b. external; external**
  - c. internal; external
  - d. external; internal
  - e. extrinsic; intrinsic
8. Which of the following is NOT an external factor that can likely influence a consumer's decision-making process?
- a. Friends or family
  - b. Social media
  - c. Culture
  - d. Personality**
  - e. Colleagues
9. What are the 4Ps in the marketing mix?
- a. Product, Planning, Price, Purchase
  - b. Promotion, Price, Planning, Place
  - c. Purchase, Product, Promotion, Place
  - d. Product, Place, Price, Promotion**
  - e. Product, Purchase, Placement, Price
10. If you own a business that sells affordable used textbooks, which of the following groups is unlikely to be your target consumer segment?
- a. College students
  - b. Graduating high school students
  - c. Parents
  - d. Senior citizens**
  - e. Part-time students
11. \_\_\_\_\_ are those who acquire products to satisfy their needs. \_\_\_\_\_ are individuals or organizations that offer such products.
- a. Consumers; Sellers**
  - b. Buyers; Providers
  - c. Sellers; Marketers
  - d. Purchasers; Providers
  - e. Consumers; Retailers
12. During the beginning of the school year, you search on Facebook Marketplace for a decent used desk; you are a \_\_\_\_\_. Towards the end of the school year, you post on Facebook Marketplace to sell your textbooks; you are a \_\_\_\_\_.
- a. consumer; seller**
  - b. buyer; provider
  - c. seller; consumer
  - d. purchaser; provider
  - e. consumer; retailer

13. Which of the following is considered a product?
- a. Service
  - b. Experience
  - c. Information
  - d. Idea
  - e. All of above**
14. The interaction between buyers and sellers happens in the \_\_\_\_\_.  
a. store  
b. shop  
**c. marketplace**  
d. market  
e. environment
15. Sally is considering going to graduate school for further education. This is a type of a(n) \_\_\_\_\_.  
**a. need**  
b. want  
c. demand  
d. exchange  
e. transaction
16. According to Abraham Maslow, \_\_\_\_\_ is the motivating force behind any action we take.  
**a. need**  
b. happiness  
c. hope  
d. goal  
e. purpose
17. Which of the following is NOT a way that marketers can influence consumer needs?  
a. Make a need salient  
**b. Create a need**  
c. Remind consumers of a future need  
d. Show a situation that elicits a need  
e. Remind the need of a specific product
18. \_\_\_\_\_ refers to the specific products and brands consumers choose to satisfy their needs based on their culture and individual personality.  
a. Need  
b. Wish  
c. Desire  
d. Demand  
**e. Want**
19. David shops around different car dealers to decide if he would like a sedan or an SUV and from which brand. This is a type of a(n) \_\_\_\_\_.  
a. need  
**b. want**

- c. demand
- d. exchange
- e. transaction

20. \_\_\_\_\_ is an economic principle reflecting consumers' willingness and ability to pay a certain price for the desired product.

- a. Exchange
- b. Transaction
- c. Demand**
- d. Value
- e. Affordability

21. Kate did some research on winter jackets and decided that she would pay about \$200 for a down jacket. This reflects Kate's \_\_\_\_\_.

- a. need
- b. want
- c. demand**
- d. value
- e. affordability

22. Bill owns a local shop that sells sports gears. He can use the \_\_\_\_\_ in order to influence his consumer's buying process.

- a. promotion mix
- b. segmentation, targeting and positioning
- c. market analysis
- d. marketing mix**
- e. hire knowledgeable salespeople

23. Which of the following is NOT a necessary condition of exchange?

- a. Something of monetary value**
- b. Two or more parties with unsatisfied needs
- c. A way to communicate
- d. An ability to satisfy the needs
- e. Freedom to accept or reject

24. Which of the following is NOT a necessary condition of an exchange process?

- a. At least two parties
- b. Something of value to be exchanged
- c. A need to be fulfilled
- e. Freedom to accept or reject
- d. An offer to be accepted**

25. Skyler paid Jack \$100 for tutoring her son for three hours last weekend. They are considered to have completed a(n) \_\_\_\_\_.

- a. transfer
- b. agreement
- c. transaction**
- d. plan

e. deal

26. Many companies have introduced low- or no-interest payment programs so consumers can pay smaller monthly installments instead of the total price of a product at once. This type of strategy seeks to ease consumers' \_\_\_\_\_.

- a. hesitation of buying
- b. pain of using
- c. hesitation of using
- d. risk of buying
- e. pain of buying**

27. Which of the following is NOT considered a post-purchase behavior of buying a T-shirt?

- a. Returning the T-shirt
- b. Posting a picture of the T-shirt on social media
- c. Reselling the T-shirt to a friend
- d. Throwing the T-shirt away
- e. All of the above are post-purchase behaviors**

28. Micayla just purchased a new model of Toyota SUV from a dealership. Which of the following is NOT a good post-purchase strategy that the dealership should take?

- a. Send her a satisfaction survey
- b. Offer her coupons for car services
- c. Ignore her question about warranty**
- d. Send her information about car care
- e. Follow up with her in three months

29. A brand community consists of:

- a. A group of consumers
- b. A group of consumers with a common bond about a brand**
- c. A group of brands
- d. A group of friends on social media
- e. A target market

30. Why is understanding consumer behavior a challenge for marketers?

- a. The way consumers use their phones keeps changing
- b. The way consumers communicate keeps changing**
- c. Consumers needs keeps changing
- d. The friends consumers have keeps changing
- e. The brands consumers buy keep changing

#### TRUE/FALSE QUESTIONS

- 1. **F** Non-profit organizations do not need to understand consumer behavior because their goal is not profit-driven.
- 2. **T** Consumer insights not only help businesses but also help policy makers and regulators.

3. **F** It is a good practice for a business to try to sell its products to virtually everyone.
4. **T** A consumer can be a business or a company.
5. **T** Social media influencers are a type of external factors that have an effect on consumer decision-making
6. **T** Internal factors that are intrinsic to the consumers are normally unobservable.
7. **F** The process by which buyers and sellers negotiate over something of value is called transaction.
8. **T** Marketers can influence and shape consumer needs but cannot create needs.
9. **F** The ways consumers communicate with others and shop to fulfill their needs tend to be consistent over time.
10. **T** The way consumers fulfill their needs change all the time.
11. **F** Marketers create needs by asking consumers questions such as “do you need a car?”
12. **T** Consumer wants tend to vary based on different cultures and consumer personalities.
13. **F** Demand is an economic principle that cannot be influenced or forecasted by marketers.
14. **F** The exchange process is almost always initiated by the buyer.
15. **F** An exchange requires the product or service to have the same value for the parties involved.
16. **F** You inquired about the price of an appliance but walked away because it was too expensive. This means the exchange process did not take place.
17. **T** The most “painful” way to pay is by using cash.
18. **F** A marketer’s relationship with a consumer ends at the completion of a transaction.
19. **T** A brand community consists of a group of consumers who share a common bond about a brand.
20. **T** Consumer behavior is dynamic and constantly changing.