

Consumer Behavior:

Exam 12, 13, 14

1) The average American's standard of living continues to improve. These income shifts are linked to two key factors: _____.

- A) a shift from blue-collar to white-collar employment and the increased use of personal computers
- B) increasing immigration to the United States and increasing development of technical skills
- C) a shift in women's roles and increases in educational attainment
- D) a shift in population from the Snow Belt to the Sun Belt and advances in human rights

2) _____ income is the money available to a household over and above that required for a comfortable standard of living.

- A) Capital
- B) Discretionary
- C) Net
- D) Invidious

3) Consumers who are _____ love buying everything in sight.

- A) tightwads
- B) price-sensitive affluents
- C) spendthrifts
- D) socially stratified

4) Which of the following questions would be LEAST likely to appear on a questionnaire designed to determine consumer confidence?

- A) "Would you say that you and your family are better off or worse off financially than a year ago?"
- B) "Will you be better off or worse off a year from now?"
- C) "Are you happy with your wife (husband)?"
- D) "Do you plan to buy a car in the next year?"

5) Which of the following theorists is best known for arguing that an individual's relationship to the means of production determines his position in society?

- A) Karl Marx
- B) Max Weber
- C) Horatio Alger
- D) Thorstein Veblen

6) We tend to marry people in a similar social class to our own. Sociologists call this _____, or assortative mating.

- A) marriage complementarity
- B) homogamy
- C) monogamy
- D) status crystallization

7) A person who is born into a rich, powerful family (i.e., "She was born with a silver spoon in her mouth") is said to have _____ status.

- A) ascribed
- B) hierarchical
- C) achieved
- D) longitudinal

8) _____ refers to the passage of individuals from one social class to another.

- A) Status crystallization
- B) Social affinity
- C) Social mobility
- D) Social stratification

9) Sandra Jackson decided to become a nurse after several years as an elementary teacher. She still wanted to help people; she just wanted to do it differently. Sandra's case is an example of which of the following?

- A) downward mobility
- B) upward mobility
- C) horizontal mobility
- D) status crystallization

10) According to a classic view of the American class structure, the newer social elites, drawn from current professionals, belong to which of the following social class categories?

- A) Lower-Upper
- B) Upper-Upper
- C) Upper-Middle
- D) Lower-Middle

11) _____ are newly wealthy individuals who are likely to suffer from status anxiety, trying to display symbols of their success to make up for an internal lack of assurance about the "correct" way to behave.

- A) Old money consumers
- B) The working wealthy
- C) The nouveau riche
- D) Typical millionaires

12) A Rolls-Royce, a Cartier diamond, and an Andy Warhol painting are all items bought and displayed as markers of social class. These products are _____.

- A) social inhibitors
- B) social parameters
- C) status symbols
- D) psychological blocks

13) If the super-rich bought "shredded Levi's jeans" to wear to formal parties, they would be exhibiting a sophisticated form of conspicuous consumption known as _____.

- A) parody display
- B) invidious distinction
- C) downsizing
- D) elaborated codes

14) The _____ marketing perspective recognizes that people sort themselves into groups on the basis of the things they like to do, how they like to spend their leisure time, and how they choose to spend their disposable income.

- A) personality
- B) motivation
- C) lifestyle
- D) social

15) Sixteen-year-old Michael wanted a car. One evening while his father was paying bills, Michael looked over his father's shoulder and saw how much money had been placed in the checking account. He whistled. "I thought you said that you didn't have enough money to buy me a used car. In just one month you could buy me the car I want." Michael's father then gave him a lecture on the differences between income and what is left after money is spent on utilities, mortgages, insurance premiums, and food. "Total income," his father said, "is not the same as _____ income, the source from which your unnecessary car would have to come."

- A) wealth
- B) managed
- C) perpetual
- D) discretionary

16) Harry was the lead singer in a band that hit it big. For his birthday, Harry had two hundred friends flown in chartered jets to a private island in the South Pacific. They ate the most expensive food, and every morning the bungalows were burned to the ground and rebuilt for the next night. Harry's party is a good example of _____.

- A) parody display
- B) social mobility
- C) ascribed status
- D) conspicuous consumption

17) A _____ is defined as a group whose members share beliefs and common experiences that set them apart from others.

- A) culture
- B) subculture
- C) microculture
- D) cohort

18) A _____ is defined as a group of people who identify with a certain lifestyle or aesthetic preference.

- A) culture
- B) subculture
- C) microculture
- D) cohort

19) The process whereby a product formerly associated with a specific ethnic group is detached from its roots and marketed to other subcultures is called _____.

- A) de-alienation

- B) deethnicization
- C) de-immigration
- D) deculturization

20) When new immigrants arrive in this country, they tend to cluster geographically. The primary source of information and advice for this group comes from which of the following?

- A) mass media advertising
- B) consulates or embassies
- C) the local community where the immigrant locates
- D) relatives in the immigrant's home country

21) _____ refers to the process of movement and adaptation to one country's cultural environment by a person from another country.

- A) Identity renaissance
- B) Ethnography
- C) Acculturation
- D) Deethnicization

22) People and institutions that teach the ways of a culture are called _____.

- A) progressive learning models
- B) ethnography facilitators
- C) host cultures
- D) acculturation agents

23) In the process of _____, new immigrants adopt products, habits, and values they identify with the mainstream culture.

- A) assimilation
- B) maintenance
- C) segregation
- D) resistance

24) The _____ live in large, traditional, married with children families with participation from grandparents.

- A) African-American
- B) Asian-American
- C) Hispanic American
- D) American Indian

25) Which of the following American ethnic subcultures have overall spending patterns similar Caucasians.

- A) Hispanic American
- B) African American
- C) Asian American
- D) American Indian

26) _____ subcultures impact consumer behavior and provide consumers with spiritual rituals and standards of behavior and a general world view:

- A) Religious
- B) Comprehensive
- C) Apple Computer
- D) Household

27) Which of the following is NOT true of Asian consumers:

- A) brand conscious but least loyal
- B) fastest growing
- C) made up of culturally diverse subgroups
- D) increasingly moving to the suburbs

28) Which of the "Big Three" American subcultures has a higher percentage of families with household income above \$50,000 and are better educated than the nation as a whole?

- A) African American
- B) Hispanic American
- C) Asian American
- D) Arab American

29) An age _____ consists of people of similar ages who have undergone similar experiences.

- A) culture
- B) paradigm
- C) cohort
- D) model

30) Advertising to teens typically depicts _____.

- A) respected adults recommending the product
- B) qualified experts explaining the benefit of the product
- C) "in" teens using the product
- D) family members of two or three generations using the product together

31) If you were a person born between 1946 and 1964, you would be called a _____.

- A) Baby Boomlet
- B) Baby Buster
- C) War Baby
- D) Baby Boomer

32) Culture is best described as society's _____.

- A) attitude
- B) consciousness
- C) personality
- D) history

33) A set of multiple symbolic behaviors that occur in a fixed sequence and tend to be repeated is called a _____.

- A) myth
- B) more
- C) ritual
- D) convention

34) Researchers primarily see the gift-giving ritual as one of _____ exchange.

- A) obligation
- B) stylistic
- C) psychological
- D) economic

35) Which of the following is NOT one of the three distinct stages of gift-giving rituals?

- A) convention
- B) gestation
- C) presentation
- D) reformulation

36) As a relationship grows and progresses, gift giving tends to become more _____.

- A) exchange oriented
- B) reciprocal
- C) altruistic
- D) reformulated

37) _____ consumption occurs with objects and events that are considered to be ordinary and every day.

- A) Profane
- B) Sacred
- C) Objectified
- D) Ritualized

38) The systematic acquisition of a particular object or set of objects is called _____.

- A) prioritizing
- B) hoarding
- C) collecting
- D) ritualizing

39) The culture we live in creates the meaning of everyday products; these meanings move through a society to consumers. Meaning transfer is largely accomplished by _____.

- A) product design and distribution
- B) product design and pricing
- C) advertising and fashion industries
- D) public relations and the music industry

40) In the diffusion of innovation process, the _____ are the one-sixth of the population that is very slow to adopt.

- A) innovators
- B) early adopters
- C) late adopters
- D) laggards

41) Fashion refers to _____.

- A) a particular combination of attributes within a style
- B) the process of social diffusion by which a new style is adopted by some groups of consumers
- C) being positively evaluated by some reference group
- D) rejecting the norm and pushing for newness

42) A _____ is a very short-lived fashion.

- A) trend
- B) fad
- C) classic
- D) style

43) Sharon is upset with her secretary. Though everyone in the office agreed not to give Christmas presents this year, Sharon's secretary gave her an expensive bottle of perfume. Which of the following best identifies the source of Sharon's feelings?

- A) objectification
- B) self-serving guilt
- C) the reciprocity norm
- D) role transference

44) Thomas and his family recently toured the Gettysburg battlefield on their vacation. The area was rich in history. While walking, Thomas remembered all the accounts of the battle that he had read in school. He finally understood why this place had such a special meaning in American history and to Americans in general. This tour is best classified as an example of _____ consumption.

- A) profane
- B) objectified
- C) sacred
- D) holy

45) What is the primary difference between an innovator and an early adopter?

- A) Early adopters are much the same as innovators except they (as a group) have higher average salaries and more education than do innovators.
- B) Innovators are more risk adverse than are early adopters.
- C) Innovators are more likely to accept risk than are early adopters.
- D) Innovators are less socially active than are early adopters, who tend to be the true trendsetters of a society.

46) Which of the following is not a prerequisite for successful adaptation?

- A) Compatibility
- B) Trialability
- C) Observability
- D) Relative Addition

47) The best example of a laggard would be?

- A) A person first in line to buy the new iPhone
- B) A person who buys puts his name on a waiting list to purchase the new iPhone upon release
- C) A person who finally purchases the iPhone 3 after the release of the iPhone 5
- D) A person who rejects Apple's corporate positioning on the environment and will never buy an iPhone

48) Which of the following is an example of a sacred person?

- A) Queen Elizabeth
- B) Marilyn Monroe
- C) Martin Luther King
- D) All of the above are examples of sacred people

49) Ms. Goodman's three boys and husband are named? (hint: all biblical names)

- A) Daniel, Aaron, Jonah, David
- B) Daniel, Eric, Justin, David
- C) David, Daniel, Joey, Jared
- D) Daniel, Aaron, Jonah, Dustin

50) My favorite thing about this consumer behavior class was?

- A) When we were face to face
- B) My fellow classmates
- C) Realizing that it is easy to get inside the consumer's head
- D) The realization that marketing is greatest profession and I want to get a four-year degree and get a great job and be happy