**Chapter 3 Multiple Choice Questions**

1. **The stimulus–response model, which is also known as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, provides a starting point to understand consumer buying behaviour.**
2. marketing and other stimuli
3. buyer’s black box
4. buyer responses
5. marketing mix elements
6. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has been defined as the ‘process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires’**.
7. Human behaviour
8. Consumer buying behaviour
9. Consumer buying decisions
10. Organizational buying behaviour
11. **Which of the following is not a role played by consumers in purchasing decisions?**
12. Initiator
13. Users
14. Advisor
15. Purchaser
16. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the starting point for any purchase decision and occurs when an individual discovers a gap in what he or she perceives to be an ideal state versus their actual (current) state and is both externally and internally influenced.**
17. Need recognition
18. Problem recognition
19. Information search
20. Evaluation of alternatives
21. **Which of the following is not an example of high-involvement/emotional purchases?**
22. jewelry
23. a wedding dress
24. holiday travel
25. over-the-counter medicine
26. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ relates to the purchase of goods and services in order to provide goods and services to the final customer.**
27. Consumer behavior
28. Consumer buying behavior
29. Organizational behavior
30. Organizational buying behavior
31. **In many ways, organizational buying behaviour is similar to that of consumers. Both processes start with need recognition and go through similar stages such as an information search, evaluation, selection and \_\_\_\_\_\_\_\_\_\_\_\_\_.**
32. purchase
33. post-purchase evaluation
34. decision making
35. consumption
36. **Which of the following persons identifies the need to buy goods and services for an organization?**
37. Purchaser
38. Initiator
39. Influencer
40. Decision maker
41. **A gatekeeper is an individual who:**
42. has the formal authority to make the purchase
43. would actually use the product
44. controls the flow of information to and from the buying group
45. makes the buying decision
46. **In a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ situation, an organization may change the product specification.**
47. straight rebuy
48. modified rebuy
49. new task buying
50. organizational buying
51. **A person’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plays an important role in their consumption activities because many people purchase products and services that they believe will help them to attain a value-related goal.**
52. set of values
53. self-esteem
54. ethnicity
55. social class
56. **A major motivation for consumers to purchase and display luxury brands is:**
57. to enjoy them
58. to look younger
59. to look attractive
60. to let people know that they can afford to own them
61. **It is highly unlikely that conventional retail stores will be completely usurped by the Internet, because:**
62. delivery could be delayed
63. description may be deceptive
64. fewer choice of products available online
65. the majority of consumers prefer the social and physical interaction of going to the shops
66. **Products have extrinsic and intrinsic cues. Intrinsic cues are tangible or physical characteristics, such as \_\_\_\_\_\_\_\_\_.**
67. brand name
68. design
69. warranty
70. after sales support
71. **Theory of Planned Behaviour (TPB) suggests:**
72. that the consumer’s behaviour can be determined through their intention to perform the behavior
73. that attitudes are based on the beliefs or knowledge consumers have about an object or action and their evaluation of these particular beliefs
74. the interrelationships between knowing, feeling and doing
75. that human behaviour is a continuous reciprocal causation among environmental factors and cognitive factors