

Consumer Behavior, 13e (Solomon)

Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior

1) A(n) _____ is a person who identifies a need or desire, makes a purchase, and then disposes of a product during the three stages of the consumption process.

- A) marketer
- B) consumer
- C) influencer
- D) content generator

Answer: B

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

2) Jenny Rowllins is absolutely exhausted after her shopping trip to pick out a dress for her sorority's formal event. The stores were crowded, and none of her favorite shops carried a dress that she liked in her size. After spending hours at the mall, Jenny decided to order her dress online and just return it if it was not exactly right. This story is an example of how consumer behavior is a(n) _____.

- A) industry
- B) process
- C) art form
- D) theory

Answer: B

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Analytical thinking

3) Which of the following is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires?

- A) lifestyle marketing
- B) role theory
- C) consumer behavior
- D) marketing research

Answer: C

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

4) Which term refers to the bond between product and consumer that is difficult for competitors to break?

- A) brand loyalty
- B) custom
- C) patronage
- D) relationship

Answer: A

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

5) Which of the following time periods is encompassed in the study of consumer behavior?

- A) prepurchase
- B) purchase
- C) postpurchase
- D) All of the above

Answer: D

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

6) Which of the following is NOT a stage of the consumption process?

- A) desire
- B) pre-purchase
- C) purchase
- D) post-purchase

Answer: A

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

7) According to the basic marketing concept, a firm exists to _____, only to the extent that they understand the people or organizations that will use the products and services they sell.

- A) influence popular culture
- B) dominate market share
- C) nurture relationships
- D) satisfy needs

Answer: D

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

8) Which of the following is NOT considered a demographic?

- A) sex
- B) income
- C) lifestyle
- D) occupation

Answer: C

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

9) A transaction in which two or more organizations or people give and receive something of value is called _____.

- A) buyer behavior
- B) an exchange
- C) perception
- D) consumer perspective

Answer: B

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

10) _____ are statistics that measure observable aspects of population.

- A) Psychographics
- B) Lifestyles
- C) Demographics
- D) Benefits

Answer: C

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

11) When a transaction occurs between two or more organizations or people who give and receive something of value, an exchange has taken place.

Answer: TRUE

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

12) According to the definition of consumer behavior, how a consumer disposes of an idea and accepts another is part of consumer behavior.

Answer: TRUE

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

13) Because consumer behavior is now examined as an entire consumption process that includes pre-purchase and post-purchase issues, exchange theory is irrelevant to the study of consumer behavior.

Answer: FALSE

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

14) Descriptive characteristics of a population are called demographics.

Answer: TRUE

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

15) Demographics are statistics that measure observable aspects of a population, such as birth rate, age distribution, and income.

Answer: TRUE

Diff: 1

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

16) In the early stages of development, consumer behavior was known as buyer behavior. What important aspect of the exchange process does this change in name reflect?

Answer: Buyer behavior reflects an emphasis on the act of purchase, but this exchange is dependent upon a number of pre-purchase and post-purchase perspectives and behaviors. To fully understand why an exchange is made, researchers must look at decisions and influences before the exchange, as well as the expectations of what happens after the exchange. The study of consumer behavior accounts for pre-purchase and post-purchase issues along with purchase issues, rather than simply buyer behavior.

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Reflective thinking

17) Explain the term "market segmentation strategies."

Answer: Market segmentation strategies means an organization targets its product, service or idea only to a specific group of consumers rather than everybody.

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

18) Explain what a consumer is.

Answer: A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the purchase during the three stages of the consumption process.

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Application of knowledge

19) Is there a 'right way' for retailers to help in times of disaster?

Answer: In trying to take action in the face of disasters and tragic events, retailers and brands can find themselves walking a difficult line. On one hand, it's important for businesses to take authentically charitable steps in such instances. High-profile charitable acts can also encourage other brands to step in and donate or act.

However, the fact that businesses are motivated by profit can make such efforts appear like cynical branding exercises if not handled properly.

For example, when Hurricane Sandy devastated cities on the East Coast in 2012, some marketers rose to the occasion, whereas others stumbled in the wind. Gap, for example, tweeted, "We'll be doing lots of Gap.com shopping today. How about you?" American Apparel offered an incentive to shoppers: "In case you're bored during the storm, just Enter SANDYSALE at Checkout."

Many of the storm victims were not amused. One tweeted, "Hey @americanapparel people have died and others are in need. Shut up about your #Sandy sale."

In contrast, Allstate ran radio commercials to let policyholders know how to file claims quickly. JetBlue Airways waived change and cancellation fees for people who had to rebook. How's this for a relationship builder? Duracell batteries sent a truck to New York City that offered free batteries and access to charging lockers for mobile devices and computers to desperate people who had been without power (or even worse, access to social media).

Diff: 2

LO: 1.1: Consumer behavior is a process.

AACSB: Analytical thinking

20) The 80/20 rule (20 percent of users account for 80 percent of sales) targets what user group?

A) all consumers

B) light users

C) heavy users

D) moderate users

Answer: C

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

21) Age, gender, family structure social class, race, ethnicity and income are all used _____.

A) to divide a market

B) as part of promotion

C) in social media

D) as part of the marketing mix

Answer: A

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

22) Why is age a common demographic category used in understanding consumer behavior?

- A) Different age groups have different wants and needs.
- B) Age is easier to categorize than gender.
- C) Generational groups tend to be similar.
- D) All of the above.

Answer: A

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

23) Psychographics are used to measure _____.

- A) social class
- B) income
- C) demographics
- D) lifestyles

Answer: D

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

24) People who belong to the same social class are most likely to have which of the following in common?

- A) social standing in the community
- B) personality
- C) ethnicity
- D) family structure

Answer: A

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

25) Which marketing philosophy emphasizes interacting with customers on a regular basis and giving them reasons to maintain a bond with the company over time?

- A) differentiated marketing
- B) global marketing
- C) social marketing
- D) relationship marketing

Answer: D

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

26) Walmart tracks the habits of the 100 million customers who visit its stores each week and responds with products and services directed toward those customers' needs based on the information collected. This is an example of _____ marketing.

- A) undifferentiated
- B) database
- C) relationship
- D) consumer-generated

Answer: B

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

27) The way consumers feel about themselves, the things they value, and the things they like to do in their spare time are part of how marketers segment using _____.

- A) gender
- B) age
- C) social class
- D) lifestyle

Answer: D

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

28) A person's marital status is important to which demographic variable?

- A) gender
- B) race
- C) family structure
- D) age

Answer: C

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

29) Which term refers to the collection and analysis of extremely large data sets?

- A) mainframe marketing data
- B) internet information data
- C) big data
- D) online media data

Answer: C

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Information technology

30) People who belong to the same social class are most likely to have which of the following in common?

- A) income and social standing in the community
- B) personality
- C) ethnicity
- D) family structure

Answer: A

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

31) American society is shifting from a mass culture, in which many consumers share the same preferences, to a diverse culture in which consumers have almost an infinite number of choices.

Answer: TRUE

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

32) The 80/20 rule states that 80 percent of consumers will use 20 percent of the product.

Answer: FALSE

Diff: 3

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

33) Consumers who share demographic characteristics such as ethnicity and age can have very different lifestyles.

Answer: TRUE

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

34) The fact that people often buy products not for what the products do but for what they mean implies that a product's basic function is important.

Answer: TRUE

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

35) A need is something a person must have to live.

Answer: TRUE

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

36) Explain the concept of the 80/20 rule and why it is important to marketers.

Answer: According to the 80/20 rule, 20 percent of a product's users account for 80 percent of sales of that product. These heavy users are the product's most faithful customers. A company that can identify, build relationships with, and create value for heavy users is likely to have a successful marketing strategy.

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

37) What is relationship marketing? Why is it so widely practiced by today's marketers?

Answer: Marketers who practice relationship marketing have realized that a key to success is building relationships between brands and customers that will last a lifetime. In this type of marketing, companies make an effort to interact with customers on a regular basis and give them reasons to maintain a bond with the company over time. Relationship marketing is even more important during an economic downturn.

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

38) What is database marketing? Why is it so widely used by today's marketers?

Answer: Database marketing involves tracking consumer's buying habits very closely and crafting products and messages tailored precisely to people's wants and needs based on this information. As consumer markets are more and more segmented, marketers can use technology such as database marketing to determine exactly what each consumer wants and determine how to meet those wants.

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Information technology

39) What is database marketing? How is it used by consumers?

Answer: Database marketing tracks specific consumers buying habits very closely and crafts products and messages tailored precisely to people's wants and needs based on this information.

Diff: 2

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Information technology

40) Explain the difference between a need and a want?

Answer: The difference between a need and a want is a need is something a person must have to live, while a want is a specific manifestation of a need.

Diff: 1

LO: 1.2: Marketers have to understand the wants and needs of different consumer segments.

AACSB: Application of knowledge

41) When a product helps to establish the user's identity, the user is said to have a(n) _____ type of relationship with the product.

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) love

Answer: A

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

42) Music, movies, sports, and books are part of _____.

- A) consumer marketing
- B) popular culture
- C) lifestyles
- D) in-your-face marketing

Answer: B

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

43) When a product is part of a user's daily routine the user is said to have a(n) _____ type of relationship with the product.

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) love

Answer: C

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

44) When a product elicits emotional bonds of warmth and affection, the user is said to have a(n) _____ type of relationship with the product.

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) love

Answer: D

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

45) A relationship a person might have with a product is called _____.

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) all of the above

Answer: D

Diff: 2

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

46) Die-hard Apple fans post videos on YouTube claiming their affection for Apple products. They most likely have a(n) _____ relationship with the product.

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) love

Answer: D

Diff: 2

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

47) Which form of relationship between product and customer is most at risk of the consumer switching to a different brand or product?

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) love

Answer: C

Diff: 3

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Reflective thinking

48) Lucy Chang recently purchased a lovely ceramic bowl that featured a red dragon design. When she thought about her purchase, she found that she really had no justification for buying the bowl other than it reminded her of the bowls her mother used during evening meals when she was a young child in Hong Kong. Which type of relationship with a product best explains the reason for Lucy's purchase of the dragon bowl?

- A) self-concept attachment
- B) nostalgic attachment
- C) interdependence
- D) love

Answer: B

Diff: 2

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

49) The sociological perspective of _____ takes the view that much of consumer behavior resembles actions in a play; consumers seek the lines, props, and costumes necessary to put on a good performance.

- A) role theory
- B) pastiche
- C) interpretivism
- D) psychographics

Answer: A

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

50) A product that helps to establish the user's identity is called _____.

- A) self-concept attachment
- B) interdependence
- C) love
- D) nostalgic attachment

Answer: A

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

51) Role theory takes the view that much of consumer behavior resembles actions in a play.

Answer: TRUE

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

52) Love is a relationship a consumer might have with a product.

Answer: TRUE

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

53) Consumption communities are where consumers share opinions and recommendations about products.

Answer: TRUE

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

54) According to the different categories of relationships that people may have with products, interdependence attachment occurs if the product is part of the user's daily routine.

Answer: TRUE

Diff: 2

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

55) A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product.

Answer: TRUE

Diff: 1

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

56) Popular culture is both a product of marketing and an inspiration for marketing.

Answer: TRUE

Diff: 2

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

57) Target began a new campaign to sell leather furniture. In emphasizing how leather furniture has been used over the decades in movies and books, by celebrities, and a necessity for home entertainment, the campaign is drawing upon popular culture.

Answer: TRUE

Diff: 2

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

58) List and briefly characterize four types of relationships a person might have with a product. Provide examples to illustrate each.

Answer: The four types of relationships are: 1) self-concept attachment-the product helps to establish the user's identity; 2) nostalgic attachment-the product serves as a link with a past-self; 3) interdependence-the product is a part of the user's daily routine; and 4) love-the product elicits emotional bonds of warmth, passion, or another strong emotion.

Diff: 3

LO: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

AACSB: Application of knowledge

59) A _____ creates a state of tension that drives consumers to attempt to reduce or eliminate.

A) want

B) demand

C) need

D) response

Answer: C

Diff: 1

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

60) People buy products for _____.

- A) what they do
- B) what they mean
- C) the role the product plays in the consumer's life
- D) All of the above

Answer: D

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

61) When a person buys a product for emotional reasons, the need is _____.

- A) utilitarian
- B) functional
- C) interdependent
- D) hedonic

Answer: D

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

62) A product that helps to establish the user's identity is called a self-concept attachment.

Answer: TRUE

Diff: 1

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

63) People often buy products for what they mean, not what they do.

Answer: TRUE

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

64) Explain the difference between a need and a want. Provide an example of each.

Answer: A need is a basic biological motive that cannot be created by marketing. A want represents one way that individuals are taught by society and culture to satisfy a biological need. For example, thirst is a general need but thirst for Pepsi or Coke is a want.

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

65) Consumers and the items they consume can take many forms. Give examples of three different types of consumers and examples of three different types of items they could consume, including products, services, and ideas.

Answer: Examples will vary. Consumers can include individuals of any age, groups, and organizations. Items consumed can include products such as toys, cars, food; services such as dentist appointments, haircuts, and massages; and ideas such as democracy and the green movement.

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

66) Explain the term "user-generated content."

Answer: User generated content is when everyday people voice their opinions about product brands and/or companies on social networks.

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Information technology

67) Explain what is meant by relationship marketing.

Answer: Relationship marketing is when a company interacts with customers on a regular basis and gives them reasons to maintain a bond with the company over time.

Diff: 2

LO: 1.4: Our motivations to consume are complex and varied.

AACSB: Application of knowledge

68) The growth of the internet has created _____.

- A) segmentation strategies
- B) consumption communities
- C) behavioral processes
- D) mass cultures

Answer: B

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

69) Facebook, Twitter, and Instagram are examples of a _____.

- A) local interaction
- B) social interactive medium
- C) one way transmission
- D) horizontal interaction

Answer: B

Diff: 1

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

70) _____ is a term which refers to the ability of people voicing their opinions about products, brands, and companies on blogs, podcasts, and social networking sites

- A) Virtual brand communities
- B) User Generated Content
- C) Database marketing
- D) Green marketing

Answer: B

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

71) Which of the following is the best tool that helped to define the era of the rebirth of the Internet as a social, interactive medium from its original roots as a form of one-way transmission from producers to consumers.

- A) web 2.0
- B) B2C e-commerce
- C) economics of information
- D) compulsive consumption

Answer: A

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

72) A metropolitan area with a total population of more than 10 million people is called a(n) _____.

- A) metro area
- B) megacity
- C) metroplex
- D) developing economy

Answer: B

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Application of knowledge

73) A digital native is someone who _____.

- A) grew up in a "wired" and highly networked area
- B) uses alternate reality games frequently
- C) participates in database marketing
- D) belongs to a consumption community

Answer: A

Diff: 1

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

74) Which term refers to the online means of communication, conveyance, and collaboration among the interdependent and interconnected networks of people, communities, and organizations?

- A) open data partnership
- B) social media
- C) synchronous interaction
- D) asynchronous interaction

Answer: B

Diff: 1

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

75) Texting, tweeting, Facebooking, or pinning favorite items on Pinterest are an accepted part of daily life.

Answer: TRUE

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Application of knowledge; Information technology

76) Consumer behavior is irrelevant to our understanding of both public policy issues (e.g., ethical marketing practices) and the dynamics of popular culture.

Answer: FALSE

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Application of knowledge

77) Discuss the positive and negative consequences of today's culture of participation that is enabled by social media platforms.

Answer: In today's culture of participation, individuals can communicate with huge numbers of people with a click of a mouse. Information is no longer disseminated from a few sources; rather, it is generated by people and flows across people. People are free to interact with each other and build upon each other's ideas. People have far greater access to information than ever before. However, social media is not all positive. The hours people spend on Facebook or in virtual worlds often come at the expense of time spent working, studying, or being with family and friends. For many, it is difficult to balance real and virtual worlds.

Diff: 3

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

78) Describe a virtual brand community. Create an example of a new community that demonstrates the concept.

Answer: A virtual brand community is an online group of people from anywhere around the world who shares information about their experiences with a specific brand. One of the examples used in the text is The Hollywood Stock Exchange, a simulated entertainment stock market. Traders try to predict the four-week box office take from films. Student's examples should reveal how their proposed virtual brand community interacts, who the members might be, and what makes the interaction among customers special. This extension of the chat room is a special research opportunity for the marketer and consumer behavior specialist.

Diff: 2

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

79) Explain the term "social media."

Answer: Social media are online means of communication, conveyance, collaboration, and cultivation among interconnected and independent networks of people, communities, and organizations enhanced by technological capabilities and mobility.

Diff: 3

LO: 1.5: Technology and culture create a new "always-on" consumer.

AACSB: Information technology

80) Positivism is sometimes called _____.

- A) paradigm
- B) modernism
- C) westernism
- D) none of the above

Answer: B

Diff: 1

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

81) A proponent of _____ would most likely argue that our society emphasizes science and technology too much.

- A) consumerism
- B) positivism
- C) modernism
- D) interpretivism

Answer: D

Diff: 2

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

82) A consumer researcher who believes in the paradigm of _____ believes that human reason is supreme and that there is a single or objective truth that can be discovered by science.

- A) fundamentalism
- B) interpretivism
- C) positivism
- D) postmodernism

Answer: C

Diff: 2

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

83) The belief that meaning is not fixed but is instead constructed by each individual is part of the _____ paradigm.

- A) positivist
- B) pragmatic
- C) interpretivist
- D) consumerist

Answer: C

Diff: 2

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Analytical thinking

84) A student of postmodernism is most likely to believe that the world in which we live is a(n) _____, or mixture of images.

- A) alternate reality
- B) paradigm
- C) consumer space
- D) pastiche

Answer: D

Diff: 1

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

85) George says that he sees everything as "black or white, no in between." George would most accurately be characterized as a(n) _____.

- A) positivist
- B) collectivist
- C) interpretivist
- D) consumerist

Answer: A

Diff: 2

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

86) A basic set of assumptions underlying the dominant paradigm is called positivism.

Answer: TRUE

Diff: 3

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

87) A paradigm is a belief that guides an understanding of the world.

Answer: TRUE

Diff: 1

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

88) A person who believes that science can fix or find a cure for anything most likely follows the philosophy of interpretivism.

Answer: FALSE

Diff: 3

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge

89) Define the term "paradigm."

Answer: A paradigm is a set of beliefs that guide our understanding of the world.

Diff: 1

LO: 1.7: There are differing perspectives regarding how and what we should understand about consumer behavior.

AACSB: Application of knowledge