

Chapter 2: A Framework for Consumer Analysis

Multiple Choice Questions

1. The development of successful marketing strategies requires research into and analysis of all of the following EXCEPT:
 - A) consumer affect.
 - B) consumer cognition.
 - C) consumer behavior.
 - D) consumer environments.
 - E) consumer competition.

Answer: E

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Difficulty: Easy

2. All of the following are elements of affect EXCEPT:
 - A) emotions.
 - B) feelings.
 - C) moods.
 - D) values.
 - E) attitudes.

Answer: D

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Difficulty: Medium

3. The study of cognition includes an analysis of the processes associated with all of the following EXCEPT:
 - A) stimuli and events.
 - B) predicting competition's prices.
 - C) remembering past events.
 - D) forming evaluations.
 - E) making purchasing decisions and choices.

Answer: B

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Difficulty: Medium

4. Which of the following is overt in nature?
 - A) Behavior
 - B) Cognition
 - C) Affect
 - D) Memory
 - E) Decision-making

Answer: A

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Difficulty: Easy

5. In a(n) _____ system, each system element can be either a cause OR an effect of a change at any particular time.
- A) reciprocal
 - B) overt
 - C) environmental
 - D) implied
 - E) virtual

Answer: A

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Difficulty: Easy

6. As a result of the reciprocal nature of the consumer process, all of the following can be deduced, EXCEPT:
- A) comprehensive analysis of consumers need include a minimum of two elements and their relationships.
 - B) any of the three elements of consumer analysis may be a starting point for analysis.
 - C) consumers can continually change.
 - D) consumer analysis may be conducted at any level of aggregation.
 - E) the use of consumer research and analysis in developing marketing strategies becomes important.

Answer: A

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Difficulty: Hard

7. While consumer analysis may begin with any element of the process, it is assumed that marketers TEND to start with an analysis of:
- A) consumer affect.
 - B) consumer cognition.
 - C) specific overt behaviors needed to achieve objectives.
 - D) the environment.
 - E) consumer memory.

Answer: C

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Difficulty: Medium

8. A comprehensive consumer analysis:
- A) should focus only on cognitive behavior.
 - B) must continuously monitor changes in all three elements of the consumer process.
 - C) is only concerned with cognitive behavior.
 - D) is not properly directed at environmental changes.
 - E) is useful only for strategy creation.

Answer: B

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Difficulty: Easy

9. Consumer analysis may be used to analyze all of the following EXCEPT:
- A) organizational change.
 - B) a target market.
 - C) consumers of an industry's product.
 - D) an entire society.
 - E) individual consumers.

Answer: A

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Difficulty: Medium

10. From a consumer analysis point of view, a(n) _____ is a set of stimuli placed in consumers' environments designed to influence their affect, cognition, and behavior.
- A) organizational change
 - B) culture
 - C) marketing strategy
 - D) self-concept
 - E) positive reinforcement

Answer: C

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Difficulty: Medium

11. Consumer research includes the following types of studies EXCEPT:
- A) advertising pretests.
 - B) sales promotion effects.
 - C) cost-benefit analysis.
 - D) traffic and shopping patterns.
 - E) test marketing.

Answer: C

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Difficulty: Medium

12. Products, brands, packaging, advertisements, coupons, stores, credit cards, price tags, salespeople's communications, and, in some cases, sounds (music), smells (perfume), and other sensory cues are examples of _____ used in marketing strategy.
- A) stimuli
 - B) sales promotions
 - C) atmospherics
 - D) overt influences
 - E) covert influences

Answer: A

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Difficulty: Easy

13. The BASIC task of marketing strategy is to:
- A) positively influence consumer behavior.
 - B) dramatically lower marketing costs.

- C) significantly raise product prices.
- D) eliminate competitors.
- E) expand market presence.

Answer: A

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Difficulty: Easy

14. In studying marketing strategy, the marketer is *most* interested in:
- A) techniques for repositioning his/her product
 - B) expanding distribution
 - C) identifying those consumer variables that impact the success of a marketing strategy
 - D) expanding the scope/use of marketing research
 - E) improving marketing strategies corresponding to popularity ratings.

Answer: C

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Difficulty: Medium

15. Political parties/candidates are MOST likely to use the Wheel of Consumer Analysis as a tool to change:
- A) society
 - B) individuals
 - C) industries
 - D) products
 - E) themselves

Answer: A

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Difficulty: Easy

16. The change in societal attitudes toward smoking demonstrates:
- A) that cigarette manufacturers can create needs.
 - B) that consumers do not trust advertisements.
 - C) that political/health activists well understand the use of marketing tools.
 - D) that smoking is the only cause of cancer.
 - E) that lawyers are willing to donate their services for the public good.

Answer: C

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Difficulty: Medium

17. In its use of the Wheel of Consumer Analysis, marketing seeks to elicit change through:
- A) appeal.
 - B) force.
 - C) deception.
 - D) lawsuits.
 - E) legislation.

Answer: A

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Difficulty: Easy

18. Successful marketing strategies are based upon an accurate understanding of the _____ of/ for both the companies and the competitors.

- A) advertorial campaigns
- B) consumer-product relationships
- C) price ranges
- D) marketing psychology
- E) financial strength

Answer: B

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Difficulty: Medium

19. Production and sale of shoes that vary in design, features, and price to appeal to groups of consumers that are similar in some ways, could be explained through:

- A) the need to deceive the consumer.
- B) the ability to create needs.
- C) market segmentation.
- D) the want to create a fashion statement.
- E) individual specifications.

Answer: C

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Difficulty: Medium

20. Successful marketing strategies can result from all of the following EXCEPT:

- A) correctly identifying the target market.
- B) understanding consumer-product relationships for the firm's customer.
- C) understanding consumer-product relationships for customers of competitors.
- D) increasing the annual budget for the advertisements.
- E) creating an advantage over competitive offerings.

Answer: D

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Difficulty: Hard

True/False Questions

21. In the Wheel of Consumer Behavior, cognition refers to their feelings about stimuli and events, such as whether they like or dislike a product.

Answer: False

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Difficulty: Medium

22. Liking McDonald's french fries or disliking Bic pens are examples of affective responses.

Answer: True

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Difficulty: Easy

23. Attitude refers to the mental structures and processes involved in thinking, understanding, and interpreting stimuli and events.

Answer: False

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Difficulty: Medium

24. Consumer behavior is also called overt behavior to distinguish it from mental activities, such as thinking, that cannot be observed directly.

Answer: True

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Difficulty: Medium

25. Behavior is critical for marketing strategy because only through behavior can sales be made and profits earned.

Answer: True

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Difficulty: Medium

26. Shopping at stores or on the Internet, buying products, and using credit cards are all examples of consumer affect.

Answer: False

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Difficulty: Medium

27. The consumer environment is important to marketing because it is the medium in which stimuli are placed to influence consumers.

Answer: True

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Difficulty: Easy

28. A consumer receives a free sample of a new liquid detergent in the mail, tries it out, likes it, and then purchases it. In this case, a change in the consumer's cognition led to a change in behavior, which led to a change in the consumer's environment.

Answer: False

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Difficulty: Medium

29. Essentially, marketing strategies are introduced into an environment in an attempt to influence consumers.

Answer: True

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Difficulty: Medium

30. Marketers analyze that the company offering superior quality is one way of influencing

consumer affect.

Answer: False

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Difficulty: Easy

31. Consumer environment excludes other physical stimuli, such as stores, products, advertisements, and signs, that can change consumers' thoughts, feelings, and actions.
Answer: False
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Difficulty: Medium
32. The first implication of viewing consumer processes as a reciprocal system is that any analysis of consumers must consider all three elements as separate entities with exclusive influences on consumer behavior.
Answer: False
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Difficulty: Medium
33. One implication of viewing consumer processes as a reciprocal system is that consumer analysis can be used to analyze only groups of consumers that make up a target market.
Answer: False
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Difficulty: Medium
34. Consumer research and analysis becomes redundant when a strategy has been implemented.
Answer: False
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Difficulty: Medium
35. The consumer environment refers to all external forces that exert influence upon what consumer's think, feel, and do.
Answer: True
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Difficulty: Easy
36. Once the marketer has successfully effected a change, he/she can be assured that the change will be permanent.
Answer: False
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Difficulty: Easy
37. Consumer analysis is the "hub" or center of the Wheel of Consumer Analysis
Answer: False
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Difficulty: Easy

38. The Wheel of Consumer Analysis can be used to analyze the relationships of a company and its competitors with consumers in specific industries.
Answer: True
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Difficulty: Easy
39. The Wheel of Consumer Analysis is a tool that is only capable of identifying the changes in the environment, cognition and affect, and behavior that interact to create changes in societies in general.
Answer: False
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Difficulty: Hard
40. Wheel of Consumer Analysis can be used to analyze the consumption history, a single purchase, or some aspect of a purchase for a specific consumer.
Answer: True
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Difficulty: Medium

Fill in the blank questions

41. Consumer _____ and _____ refer to two types of mental responses consumers exhibit toward stimuli and events in their environment.
Answer: affect; cognition
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Difficulty: Medium
42. _____ refers to the mental structures and processes involved in thinking, understanding, and interpreting stimuli and events.
Answer: Cognition
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Difficulty: Medium
43. _____ refers to the physical actions of consumers that can be directly observed and measured by others.
Answer: Behavior
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Difficulty: Medium
44. Although many marketing strategies are designed to influence consumers' affect and cognition, these strategies must ultimately result in _____ consumer behavior to have value for the company.
Answer: overt
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Difficulty: Medium

45. Physical stimuli such as stores, products, advertisements, and signs, that can change consumers' thoughts, feelings, and actions are example of _____.

Answer: consumer environment

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Difficulty: Medium

46. A consumer sees an ad for a new laundry detergent that promises to clean clothes better than Tide. This ad changes what the consumer thinks about the new brand and leads to a purchase of it. In this case, a change in the consumer's _____ led to a change in cognition.

Answer: environment

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Difficulty: Medium

47. A consumer, dissatisfied with his or her current brand of laundry detergent, selects one that promises to get white clothes whiter. In this example, a change in _____ led to a change in the consumer's environment, which led to a change in _____.

Answer: affect; behavior

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Difficulty: Medium

48. Consumer processes not only involve a dynamic and interactive system but also represent a _____ system.

Answer: reciprocal

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Difficulty: Easy

49. _____ includes many types of studies, such as test marketing, advertising pretests, sales promotion effects, analysis of sales and market share data, pricing experiments, traffic and shopping patterns, surveys, and many others.

Answer: Consumer research

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Difficulty: Medium

50. A _____ is a set of stimuli placed in consumers' environments designed to influence their affect, cognition, and behavior.

Answer: marketing strategy

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Difficulty: Medium

Essay Questions

51. BRIEFLY describe the two mental processes that determine consumer perception

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Difficulty: Medium

Answer:

Consumer affect and cognition refer to two types of mental responses that consumers exhibit towards stimuli and events in their environment. Affect refers to their feelings about stimuli and events, such as whether they like or dislike a product. Affective responses can be favorable or unfavorable and vary in intensity. Cognition refers to the mental structures and processes involved in thinking, understanding, and interpreting stimuli and events.

52. Why is cognition important to marketers?

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Difficulty: Medium

Answer:

Cognition includes the knowledge, meanings, and beliefs that consumers have developed from their experiences and stored in their memories. It also includes the processes associated with paying attention to and understanding stimuli and events, remembering past events, forming evaluations, and making purchasing decisions and choices. Although many aspects of cognition are conscious thinking processes, others are essentially automatic. Marketers often try to increase consumers' attention to products and their knowledge about them. This could lead to greater chances of the consumers buying the product.

53. Why is behavior of unique and critical concern to the marketer?

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Difficulty: Medium

Answer:

Behavior is observable (overt). As the only element of consumer marketing activity that DIRECTLY contributes to sales and profits, behavior is obviously the critical factor in marketing. The marketer continually seeks to influence behavior through impacting consumer affect and cognition, monitors the behavioral results of those efforts, and adjusts if necessary.

54. What is the implication of the consumer environment, to marketers?

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Difficulty: Medium

Answer:

The consumer environment refers to everything external to consumers that influences what they think, feel, and do. It includes social stimuli, such as the actions of others in cultures, subcultures, social classes, reference groups, and families, that influence consumers. It also includes other physical stimuli, such as stores, products, advertisements, and signs, that can change consumers' thoughts, feelings, and actions.

The consumer environment is important to marketing because it is the medium in which stimuli are placed to influence consumers. For example, marketers run commercials during TV shows that their target markets watch to inform, persuade, and remind them to buy certain products and brands.

55. Why is consumer behavior a reciprocal system?

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Difficulty: Medium

Answer:

Consumer behavior is the result of interactions between affect, cognition, behavior, and the environment. Affect and cognition can change consumer behavior and environments. Behavior can change consumers' affect, cognition, and environments. Environments can change consumers' affect, cognition, and behavior. Any of these elements may be a cause or an effect. By definition, reciprocal systems are dynamic, difficult to understand, and fluid

56. Describe the relationship between the three elements of the Wheel of Consumer Analysis using an example.

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Difficulty: Hard

Answer:

As the three elements are interconnected as a reciprocal system, any of the elements can be either a cause or an effect of a change at any particular time. The following examples illustrate instances of how they interact with each other.

A consumer sees an ad for a new laundry detergent that promises to clean clothes better than Tide. This ad changes what the consumer thinks about the new brand and leads to a purchase of it. In this case, a change in the consumer's environment (the ad for the new detergent) led to a change in cognition (the consumer believed the new detergent was better), which led to a change in behavior (the consumer bought the new brand).

In a different scenario, a consumer receives a free sample of a new liquid detergent in the mail, tries it out, likes it, and then purchases it. In this case, a change in the consumer's environment (the free sample) led to a change in behavior (use and purchase), which led to a change in the consumer's affect and cognition (liking the new brand).

Students might present varied examples.

57. Discuss the implications of viewing consumer analysis as a reciprocal system.

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Difficulty: Medium

Answer:

Viewing consumer processes as a reciprocal system involving affect and cognition, behavior, and the environment has five implications.

- First, any comprehensive analysis of consumers must consider all three elements and the relationships among them.
- Second, any of the three elements may be the starting point for consumer analysis.
- Third, because this view is dynamic, it recognizes that consumers can continuously change.
- Fourth, although our example focused on a single consumer, consumer analysis

can be applied at several levels.

- Finally, this framework for analyzing consumers highlights the importance of consumer research and analysis in developing marketing strategies.

58. Describe the relationship between consumer analysis and strategy development.

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Difficulty: Medium

Answer:

Though there is no single right sequence, the logical sequence is to first research and analyze what consumers think, feel, and do relative to a company's offerings and those of competitors. In addition, an analysis of consumer environments is called for to see what factors are currently influencing them and what changes are occurring. Based on this research and analysis, a marketing strategy is developed that involves setting objectives, specifying an appropriate target market, and developing a marketing mix (product, promotion, price, place) to influence it. After the target market has been selected based on careful analysis of key differences in groups of consumers, marketing strategies involve placing stimuli in the environment that hopefully will become part of the target market's environment and ultimately influence its members' behavior.

Consumer research and analysis should not end when a strategy has been implemented, however. Rather, research should continue to investigate the effects of the strategy and whether it could be made more effective.

59. Briefly define "marketing strategy" and discuss its creation/role?

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Difficulty: Medium

Answer:

Marketing strategy is a set of planned stimuli created and placed in the environment in an effort to influence, affect, cognition, and/or behavior. Strategy must be based on consumer research/analysis, carefully implemented, continually monitored, and modified as needed. As the hub of the Wheel of Consumer Analysis, strategies must be designed not only to influence consumers, but to be influenced by them. Thus, marketing strategies should be developed, implemented, and changed based on consumer research and analysis.

60. Briefly describe the levels of consumer analysis.

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Difficulty: Medium

Answer:

The Wheel of Consumer Analysis is a flexible tool and hence consumer research and analysis can be conducted at several different levels.

- Societies: Changes in what a society believes and how its members behave can be analyzed with the Wheel of Consumer Analysis.
- Industries: It can be used to analyze the relationships of a company and its competitors with consumers in specific industries.
- Market segments: It can be used to analyze groups of consumers who have some

similarity in cognition, affect, behavior, and environment.

- Individual Consumers: The Wheel of Consumer Analysis can be used to analyze the consumption history, a single purchase, or some aspect of a purchase for a specific consumer.