

Chapter 02—Motivation, Ability, and Opportunity

True / False

1. Willingness to engage in a goal-relevant activity is an outcome of motivation.

- a. True
- b. False

ANSWER: True

2. Situational involvement is a long-term interest in an offering, activity, or decision.

- a. True
- b. False

ANSWER: False

3. When a consumer watches a funny movie and experiences intense emotions, he or she is exhibiting strong cognitive involvement.

- a. True
- b. False

ANSWER: False

4. Self-concept is the abstract, enduring belief about what is right/wrong, important, or good/bad.

- a. True
- b. False

ANSWER: False

5. Voters are more likely to be motivated to support a politician who expresses their values.

- a. True
- b. False

ANSWER: True

6. A need is an external state of tension experienced as a similarity between the current state and a desired state.

- a. True
- b. False

ANSWER: False

7. Self-actualization is the need for prestige, success, accomplishment, and self-esteem.

- a. True
- b. False

ANSWER: False

8. According to Maslow, people generally fulfill higher-order needs before they fulfill lower-order needs.

- a. True
- b. False

ANSWER: False

9. Fulfilling social needs requires the presence or actions of other people.

- a. True

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b. False

ANSWER: True

10. Independent of educational level and income, people high in financial literacy have higher debt rates and lower savings.

a. True

b. False

ANSWER: False

11. Consumers find nontechnical and qualitative data more difficult to handle than technical or quantitative information.

a. True

b. False

ANSWER: False

12. Physical capabilities can affect how, when, where, and whether consumers make decisions and take actions.

a. True

b. False

ANSWER: True

13. When consumers encounter a lot of information about a product, those who are promotion-focused will have lower brand evaluations.

a. True

b. False

ANSWER: False

14. Marketers can increase the likelihood of information processing by presenting messages at a time of day when consumers are most likely to be distracted.

a. True

b. False

ANSWER: False

15. A person is extremely prone to motivated reasoning when his or her self-esteem is at stake.

a. True

b. False

ANSWER: True

Multiple Choice

16. _____ is defined as "an inner state of activation," with the activated energy directed to achieving a goal.

a. Motivation

b. Persistence

c. Ability

d. Endurance

e. Revival

ANSWER: a

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17. Ben wants to purchase a new tablet. He spends a lot of time researching the latest features available on different brands of tablets. He extensively reads most of the technology consumer blogs. In this scenario, Ben has created a willingness to expend time and energy on preparations to purchase the target, making him a(n) _____ consumer.

- a. risk-taking
- b. strategic
- c. opportunistic
- d. self-centered
- e. motivated

ANSWER: e

18. Chris wants to buy a new car. He watches a commercial of a DarnMotors car and has decided that he would like to test drive one of its latest models. He is probably motivated by the commercial because the information was:

- a. personally relevant.
- b. presented in a humorous way.
- c. based on what others thought of the car.
- d. moderately inconsistent with his prior attitudes.
- e. based on knowledge and experience.

ANSWER: a

19. _____ is a consumer's experience of being motivated with respect to a product or service, or decisions and actions about these.

- a. Simulating need
- b. Felt involvement
- c. Service positioning
- d. Implied marketing
- e. Risk perception

ANSWER: b

20. Shelly went to buy toothpaste at a nearby store. She quickly checked whether either of the two brands she regularly bought was on sale, and she chose the cheaper one. Shelly's _____ in choosing the toothpaste.

- a. ability is low
- b. risks are high
- c. enthusiasm is high
- d. opportunity is low
- e. motivation is low

ANSWER: e

21. Tara has been thinking about losing some weight before her cousin's wedding and comes across an ad for a quick method for weight loss. She wants to believe the service advertised and is convinced that it will help her lose weight. This type of information processing is called:

- a. motivated reasoning.
- b. felt involvement.
- c. image-based reasoning.
- d. enduring involvement.

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- e. simulated thinking.

ANSWER: a

22. In the context of the different types of involvement, _____ exists when we show interest in an offering or activity over a long period of time.

- a. temporary involvement
- b. situational involvement
- c. enduring involvement
- d. affective involvement
- e. cognitive involvement

ANSWER: c

23. Jonathan loves using Giranne Car Wax on his vehicles. When someone notices his car, he always engages in a conversation about his favorite car wax. In this scenario, Jonathan displays _____ with Giranne Car Wax.

- a. social engagement
- b. model association
- c. felt involvement
- d. opportunistic behavior
- e. service affection

ANSWER: c

24. Cindy has had an interest in Barbie dolls since she was 7 years old. She continues to collect Barbie dolls and attends conventions with other Barbie doll enthusiasts. Cindy has _____ in Barbie dolls.

- a. reiterating involvement
- b. situational involvement
- c. cognitive involvement
- d. enduring involvement
- e. affective involvement

ANSWER: d

25. Alan became interested in baby toys when his daughter was born. His interest in the toys declined when his daughter turned 2 years old. This is an example of _____.

- a. internal motivation
- b. reasoning motivation
- c. reiterating involvement
- d. enduring involvement
- e. situational involvement

ANSWER: e

26. Nathan wants to purchase a new laptop. To make the best choice, he reads computer magazines and articles online daily to acquire knowledge about various laptop specifications available. This is an example of _____.

- a. cognitive involvement
- b. enduring motivation
- c. rational agitation

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- d. affective collaboration
- e. elaborative perception

ANSWER: a

27. Kimberly is excited about a high-end vacuum cleaner she purchased. She can't wait to show her husband how well the vacuum cleaner works on their old carpet. Kimberly feels proud of her purchase because it displays her ability to take care of her family. This is an example of _____.

- a. enduring motivation
- b. affective involvement
- c. cognitive collaboration
- d. rational expectation
- e. elaborative perception

ANSWER: b

28. In the context of involvement, consumers can be involved with many different entities, which makes it important to identify the:

- a. object of involvement.
- b. degree of subjective involvement.
- c. specific emotions elicited by the involvement.
- d. enduring needs.
- e. situational needs.

ANSWER: a

29. In the context of objects of involvement, consumers involved in certain decisions and behaviors are experiencing a(n) _____.

- a. objective response
- b. response involvement
- c. motivated reasoning
- d. rational involvement
- e. cognitive collaboration

ANSWER: b

30. Carol had considered buying a 2015 Raddo Car. While researching the car before she bought it, she came across a magazine article claiming that the car's brakes were prone to failure. Carol was motivated to pay attention to the article because of the information's:

- a. perceived safety risk.
- b. congruence with her values.
- c. approach-approach needs conflict.
- d. personal relevance.
- e. cognitive stimulation.

ANSWER: a

31. Personal relevance is something that:

- a. has an indirect bearing on the self.

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- b. leads to lower or moderate levels of motivation.
- c. leads to a moderate inconsistency with prior attitudes.
- d. has potentially significant consequences or implications for our lives.
- e. allows us to know the enduring beliefs about what is right/wrong, important, or good/bad.

ANSWER: d

32. Our view of who we are and the way we think others view us is referred to as:
- a. self-projection.
 - b. consumer image.
 - c. consumer projection.
 - d. self-concept.
 - e. ego imaging.

ANSWER: d

33. _____ are a particular end state or outcome that a person would like to achieve.
- a. Subjective needs
 - b. Values
 - c. Goals
 - d. Societal ethics
 - e. Brand loyalties

ANSWER: c

34. Which of the following statements is true of needs?
- a. They are cognitions that create inner value for consumers.
 - b. They are deeper-level goals that reflect a high level of involvement.
 - c. They create values that permanently motivate consumers.
 - d. They reflect inner forces that create tension in individuals.
 - e. They are effects that create outer value for consumers.

ANSWER: d

35. According to Maslow's theory, _____ is the need for self-fulfillment and enriching experiences.
- a. egoistic involvement
 - b. self-contentment
 - c. societal need
 - d. physiological need
 - e. self-actualization

ANSWER: e

36. Which of the following statements is true of the original Maslow's hierarchy?
- a. Needs are not always ordered exactly as in this hierarchy.
 - b. Lower-order needs are always fulfilled before higher-order needs.
 - c. Ordering of needs are always consistent across individuals or cultures.
 - d. The hierarchy takes into consideration the intensity of needs.

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e. The hierarchy considers the resulting effect on motivation.

ANSWER: a

37. Gretchen found herself buying and wearing clothes from a boutique that her friends frequented even though she really did not like the brands. This is an example of _____ driving acquisition.

- a. safety needs
- b. social needs
- c. functional needs
- d. symbolic needs
- e. egoistic needs

ANSWER: b

38. Helma needed to find a lawn mower to remove weeds that had grown rapidly after recent rains. Her need is best classified as a(n) _____.

- a. self-actualization need
- b. symbolic need
- c. hedonic need
- d. functional need
- e. egoistic need

ANSWER: d

39. _____ are needs that relate to the meaning of our consumption behaviors to ourselves and to others.

- a. Social needs
- b. Functional needs
- c. Non-social needs
- d. Symbolic needs
- e. Hedonic needs

ANSWER: d

40. Bill loved hang gliding. He enjoyed going out by himself to enjoy the thrilling sensation of flying like a bird. This is an example of a _____.

- a. social need
- b. functional need
- c. non-social need
- d. symbolic need
- e. hedonic need

ANSWER: e

41. Dairymeisters, a company that makes food products, conducts a survey that reveals that delicious desserts usually have a high fat and calorie content. In order to capitalize on this, they begin the development of a low-calorie, healthy, and delicious dessert as a substitute to the high-fat items. This is an example of how marketers can help consumers resolve:

- a. avoidance-avoidance conflict.
- b. approach-avoidance conflict.
- c. approach-approach conflict.

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- d. approach contradiction.
- e. avoidance contradiction.

ANSWER: b

42. A(n) _____ is the inner struggle about which offering to acquire when each can satisfy an important but different need.
- a. approach-avoidance conflict
 - b. approach-approach conflict
 - c. closed-sided contradiction
 - d. open-sided contradiction
 - e. avoidance contradiction

ANSWER: b

43. Linda has recently bought a new sports car. While driving to a party, she feels the urge to drive well above the speed limit so that she could win the admiration of her friends, but she also has safety concerns. This is a classic example of an _____.

- a. closed-sided contradiction
- b. approach-avoidance conflict
- c. approach-approach conflict
- d. open-sided contradiction
- e. avoidance contradiction

ANSWER: b

44. Consumers with a(n) _____ enjoy being involved in mentally taxing activities like reading and deeply processing information when making decisions.

- a. high need for cognition
- b. high optimum stimulation level
- c. low need for cognition
- d. low need for conation
- e. low need for perception

ANSWER: a

45. Consumers with a(n) _____ tend to be involved in shopping and seeking brand information.

- a. high need for cognition
- b. high optimum stimulation level
- c. low need for cognition
- d. low need for conation
- e. low need for perception

ANSWER: b

46. _____ occurs when a consumer must choose between two or more equally desirable options that fulfill different needs.

- a. Approach-avoidance conflict
- b. Approach-approach conflict
- c. Close-ended contradiction

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- d. Open-sided contradiction
- e. Preventive contradiction

ANSWER: b

47. Marketers can use _____ to uncover consumers' needs wherein they ask consumers to interpret a set of relatively ambiguous stimuli.

- a. scanner data
- b. direct observations
- c. indirect techniques
- d. physiological measurements
- e. electronic trackers

ANSWER: c

48. Crystal had put on some weight due to a medical condition. She went on a strict diet to reduce the weight she had gained during her illness. She managed to lose 30 pounds, and she was proud of her achievement. In the context of appraisal theory, her emotion of pride is the result of:

- a. using indirect techniques to satisfy her needs, wishes, and fantasies.
- b. achieving an outcome consistent with her goals.
- c. her being motivated to act in a way that would avoid negative outcomes.
- d. overcoming approach-avoidance conflict.
- e. overcoming avoidance-avoidance conflict.

ANSWER: b

49. Jenny skips breakfast to attend an important meeting and is extremely hungry well ahead of lunch time. One of her goals at lunch is to eat a big and delicious meal. This is an example of a(n) _____.

- a. appraised goal
- b. abstract goal
- c. concrete goal
- d. hedonic goal
- e. affective goal

ANSWER: c

50. Tom wants to achieve his goal of scoring high grades at school. To this effect he is always on time for class, listens and takes lengthy notes during lectures, and studies hard for exams. This is an example of a(n) _____.

- a. hedonic goal
- b. abstract goal
- c. concrete goal
- d. social goal
- e. affective goal

ANSWER: b

51. A survey has been conducted by different groups of marketers to find out the taste interests of cake lovers. The survey reveals that some groups of consumers like low-sugar cakes and other groups of consumers like rich, fondant cakes. In this scenario, marketers are most likely to use consumer needs, goals, or values to:

- a. create new requirements for consumers.

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- b. create new marketing beliefs.
- c. heighten emotional awareness.
- d. segment the market.
- e. stimulate cognitions.

ANSWER: d

52. Which of the following statements is true of prevention-focused consumers?
- a. They are highly receptive to new products.
 - b. They tend to be the target for marketers launching a new product.
 - c. They are motivated to act in ways to achieve positive outcomes.
 - d. They tend to preserve the status quo by staying with the option they know.
 - e. They focus on hopes, wants, and accomplishments.

ANSWER: d

53. Perceived risk can be associated with any product or service, but it tends to be higher when:
- a. the offering has a high price.
 - b. the offering is old.
 - c. a consumer confidently evaluates the offering.
 - d. a lot of information is available about the offering.
 - e. the opinions of others are not considered important.

ANSWER: a

54. Perceived risk is the extent to which a consumer:
- a. has the fear of using a product.
 - b. has planned the consequences of an action.
 - c. has spent time using and considering a product or service.
 - d. anticipates negative consequences of an action.
 - e. considers the potential rewards of using a particular product or service.

ANSWER: d

55. Which of the following statements is true of perceived risk?
- a. It is high when positive outcomes are unlikely.
 - b. It is high when an old service or product is offered.
 - c. It is high when an offering has a low price.
 - d. It is high when an offering is technologically simple.
 - e. It is high when negative outcomes are likely.

ANSWER: e

56. Which of the following is a type of perceived risk?
- a. Performance risk
 - b. Recognition risk
 - c. Information risk
 - d. Literacy risk

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e. Business risk

ANSWER: a

57. Len drives a car that was a gift from his father on a birthday almost a decade ago. In spite of the age of the car, Len enjoys driving around in it. However, as a partner in a major law firm he is expected to drive an expensive, luxury automobile, and he is disrespected by other partners for having an older car. In this scenario, there is a high degree of _____ for Len.

- a. uncertainty risk
- b. social risk
- c. financial risk
- d. physical risk
- e. performance risk

ANSWER: b

58. Psychological risk reflects consumers' concern about the extent to which a product or service:

- a. causes them a high level of physical stress.
- b. may not fulfill a functional need.
- c. fits with the way they perceive themselves.
- d. leads to high levels of affective involvement.
- e. may not fulfill a hedonic need.

ANSWER: c

59. Anne considers herself an environmentalist. However, she also likes the convenience of bottled water. Purchasing water in a non-ecological, disposable, plastic bottle would be a _____ for Anne?

- a. performance risk
- b. physical risk
- c. safety risk
- d. social risk
- e. psychological risk

ANSWER: e

60. _____ refers to the extent to which buying, using, or disposing of an offering is perceived to have the potential to harm one's safety.

- a. Social risk
- b. Uncertainty risk
- c. Time risk
- d. Physical risk
- e. Performance risk

ANSWER: d

61. Joshua saw an online article with information that was slightly negative about the brand of personal computer he had just bought. He then looked up other articles on the Internet to see if this was the case. In this scenario, which of the following factors is affecting Joshua's motivation?

- a. Increase in aptitude
- b. Decreasing affective involvement

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- c. Increase in perceived risk
- d. Inconsistency with attitudes
- e. Increasing risk aversion

ANSWER: d

62. Zina has been using computers all her life and has extensive knowledge about hardware and software. In this context, Zina can process information about computers more extensively when the information is stated in terms of _____.

- a. specific attributes
- b. discrete values
- c. open-ended analogies
- d. general beliefs
- e. instant benefits

ANSWER: a

63. Novices are able to process information better than experts when the information is stated in terms of _____.

- a. general benefits
- b. discrete units
- c. precise features
- d. conventional beliefs
- e. specific attributes

ANSWER: a

64. Cognitive style refers to a consumer's:

- a. decisions about brand choices, consumption, disposition, and spending.
- b. experience of being motivated with respect to a product or service.
- c. knowledge of and access to cultural resources.
- d. ability to accurately assess their physical resources.
- e. preferences for ways information should be presented.

ANSWER: e

65. Clay has invited his friends to a dinner party at his new house. When he provides his friends the directions to his new house, he draws a detailed map of the area rather than providing listed written instructions. Clay's way of presenting the information is influenced by his:

- a. affective processing.
- b. cognitive style.
- c. motivated reasoning.
- d. business intellect.
- e. education level.

ANSWER: b

66. Which of the following statements is true of consumers under time pressure to make a decision?

- a. They place less emphasis on negative information.
- b. They tend to be creative at coming up with novel solutions.
- c. They acquire limited information about a product or service.

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- d. They place more emphasis on positive information.
- e. They process information very systematically.

ANSWER: c

67. _____ refers to any aspect of a situation that diverts consumers' attention.

- a. Reasoning
- b. A comprehensive pause
- c. An opportunistic pause
- d. Distraction
- e. Cognition

ANSWER: d

68. Ellen is driving down the road with the car's radio on. An ad for a new store is being aired as Ellen maneuvers through heavy traffic. Although Ellen enjoys shopping and is always interested in new stores, she pays more attention to her driving than the ad. In this scenario, Ellen has limited _____ to pay attention to the ad.

- a. reasoning
- b. ability
- c. opportunity
- d. felt involvement
- e. cognitive capacity

ANSWER: c

69. Which of the following statements is true when consumers are highly motivated to achieve a goal?

- a. They tend to evaluate information less critically.
- b. They devote little effort to processing information.
- c. They attempt to understand goal-relevant information.
- d. They use decision-making shortcuts.
- e. They put little effort in decision-making.

ANSWER: c

70. Consumers tend to use decision-making shortcuts when they:

- a. devote extra effort to process an information.
- b. are opportunistic.
- c. are less motivated.
- d. evaluate information critically.
- e. comprehend goal-relevant information.

ANSWER: c

71. Ron regularly consumes pain killers even if he feels the slightest of body aches. Although Ron has been warned several times by his well-wishers that heavy consumption of pain-reducing medicines could harm his kidneys, he still continues to believe that he can compensate the medication's harmful effects by drinking a lot of water. In this scenario, Ron's behavior is an example of _____.

- a. motivated reasoning
- b. an objective involvement

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- c. an approach-avoidance conflict
- d. critical thinking
- e. emotion regulation

ANSWER: a

Essay

72. Briefly explain motivated reasoning with an example.

ANSWER: Responses will vary.

73. Explain the different types of felt involvement.

ANSWER: Responses will vary.

74. Explain how personal relevance, self-concept, and values are important for motivation.

ANSWER: Responses will vary.

75. Discuss how consumers find things personally relevant when they have a bearing on activated needs.

ANSWER: Responses will vary.

76. Discuss how the original Maslow's hierarchy tends to be restrictive and incomplete.

ANSWER: Responses will vary.

77. Compare and contrast the different types of consumer needs.

ANSWER: Responses will vary.

78. In the context of the various types of need conflict, briefly explain an approach-avoidance conflict.

ANSWER: Responses will vary.

79. In the context of the various types of need conflict, briefly explain an approach-approach conflict.

ANSWER: Responses will vary.

80. Explain how marketers identify consumers' needs.

ANSWER: Responses will vary.

81. Distinguish between promotion-focused and prevention-focused goals.

ANSWER: Responses will vary.

82. Explain perceived risk and how it affects consumer behavior.

ANSWER: Responses will vary.

83. Briefly discuss how inconsistency with attitudes can affect motivation.

ANSWER: Responses will vary.

84. Discuss the factors that affect a consumer's ability to act.

ANSWER: Responses will vary.

85. Briefly explain the factors affecting a consumer's opportunity to process information or behave in a certain way.

Name: _____ Class: _____ Date: _____

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ANSWER: Responses will vary.