

Consumer Response to Marketing Actions: 1

Multiple Choice Questions

1. Just Noticeable Difference has been quantified by:
 - a. **Weber**
 - b. Gestalt
 - c. Lavidge and Steiner
 - d. Tosdal
2. An unusual and distinct message can elicit feelings of surprise due to:
 - a. Conditioned response
 - b. The golden section
 - c. Law of closure
 - d. **Scheme discrepancy**
3. The use of physical space to communicate is:
 - a. Kinesics
 - b. Paralanguage
 - c. **Proxemics**
 - d. Semiotics
4. Which of the following is a result of Gestalt psychology?
 - a. **The whole is greater than the sum of the parts**
 - b. The sum of the parts produce the whole
 - c. The parts are more than the whole
 - d. Was developed by Prof. Gestalt
5. According to Triplett:
 - a. Most car manufacturers change 80% of their colour offerings every year
 - b. Most car manufacturers change 10% of their colour offerings every year
 - c. **Most car manufacturers change 30% of their colour offerings every year**
 - d. Most car manufacturers change 50% of their colour offerings every year
6. Which of the following would NOT be an example of a subliminal message?
 - a. The run-out track of the Beatles' Sergeant Pepper (vinyl) album containing the sound of a police dog whistle
 - b. Stapleton's 'Mosquito'
 - c. A claim that the Republican party deliberately introduced a frame inside a TV ad which used the word 'Rats' for the Democratic party
 - d. **A TV message which flashes 'buy me' at 1/10th second**

7. The interaction of signs, objects and meaning is:
- Perceptual meaning
 - Law of continuity
 - Multisensory branding
 - Semiotics**
8. Which colour combination have the Royal Mail's automated address readers not been able to read?
- Green on white
 - Black on red**
 - Blue on yellow
 - Black on white
9. Which of the following provides the costs of advertising in different media?
- BRAD**
 - NRS
 - BARB
 - TVRs
10. Which selective process is defined as 'when consumers can extract from a message certain elements which fit their own frame of reference, even if they tend to distort the intention of the message'?
- Selective attention
 - Selective exposure
 - Selective perception**
 - Selective retention
11. What is meant by proxemics?
- The use of body and movement to indicate feelings
 - The conscious and deliberate choice of words in conveying information
 - How people use physical space to convey information**
 - The colours and graphics used to convey information
12. What is meant by paralanguage?
- The use of body and movement to indicate feelings
 - The conscious and deliberate choice of words in conveying information**
 - How people use physical space to convey information
 - The colours and graphics used to convey information
13. Why is it difficult to understand how customers perceive and evaluate service quality:
- due to intangible nature of services**
 - due to variations in customer life style segments
 - due to variations in income and status levels
 - due to low satisfaction ratings of service quality

14. What is meant by voluntary exposure?
- a. Opting in to take part in focus group research
 - b. Opting in to receive mailings and phone calls from organizations**
 - c. Opting in to distribute questionnaires to friends
 - d. Sitting down and watching TV every day
15. Elements of the message that are in the middle (focal vision) of our vision are processed by:
- a. the cognitive part of our brain
 - b. the right side of our brain**
 - c. both sides of our brain
 - d. the affective part of our brain

True/False Questions

1. The hierarchy or sequence of communications effects used as the main framework within the text is: 'exposure – perception – attention – perception – learning – attitude – action – post purchase.'
FALSE
2. The AIDA framework is Lavidge and Steiner's hierarchy of effects model.
FALSE
3. BARB provides costs of advertising media.
FALSE
4. TVRs refer to the combination of reach and exposure.
TRUE
5. The Sloggi balloon is an example of ambient media.
TRUE
6. Colder colours seem to advance towards us making the object appear larger than it really is.
FALSE
7. Digital printing is a barrier to the development of personalised messages.
FALSE
8. Marketers often use our sixth senses.
FALSE
9. The Mosquito, developed by Stapleton, is a device based on the sound thresholds of teenagers.
FALSE
10. Perceptions and interpreted meaning do not change over time.
FALSE
11. The Newcastle Brown 'dog' poster is an example of the law of similarity.
FALSE
12. The law of similarity was developed by Prof. Gestalt.
FALSE
13. 'A car greater than the sum of its parts' is an example of kinesics.
FALSE

14. Lüscher developed a test for how we react to colours.
TRUE
15. The use of pheromones is an example of subliminal perception.
TRUE
16. The attention stage of the persuasion process is the stage where the consumer recognizes, selects, organizes and interprets the message.
FALSE
17. A hierarchy of effects is defined as the cumulative sequential effects of advertising or other persuasive messages in generating consumers' exposure to the message, their giving it their full attention to it, followed by perception, cognitive learning, attitude formation and change, intentionality and action.
TRUE
18. Senses are defined as including the modalities of hearing, vision, smell, touch and taste, but also sometimes including balance.
TRUE
19. Zipping is defined as channel-surfing or –hopping to find advertisements.
FALSE
20. Zipping is fast-forwarding through advertisements.
TRUE
21. Milward Brown (2007) studied brands' use of sound and suggested that marketers should use sound more to cut through the clutter.
TRUE
22. Fulberg (2003) suggested that our right, more emotional brain, processes sound of the ad.
FALSE
23. 'Quote me happy' campaign by Norwich Union Direct is an illustration of showing customers experiencing the service.
TRUE

Short Answer Questions

1. Briefly explain Freudian motivation.

The motivating states realized in the individual as the result of conflict between the id and superego as they are regulated by the ego. The id is the unconscious and instinctive source of selfish motivation, immediate gratification. The idea that comes closest to that of the superego is that of the conscience, a socially learned device that regulates one's motives; in Freudian motivation it tends to inhibit the antisocial influences that have their origin in the id. The ego is the seat of reason, the self, which attempts to create a balance between id and superego so that the individual can function effectively.

2. What is meant by Homeostasis?

A process that promotes balance and harmony of working. Initially employed to denote autonomous physiological processes that reduce irregularities in blood pressure or body temperature, the term is also used somewhat metaphorically to refer to social and psychological processes that generate equilibrium.

3. What is a marketing concept?

The business philosophy that sees the consumer as the final arbiter of commercial success which leads the firm to orientate all of its functions and efforts towards the profitable satisfaction of consumer wants.

4. What is a means-end chain?

The sequence in which consumers' perceptions of product attributes and outcomes reveal their basic values.

5. What is meant by memetics?

The theory that humans' imitative behaviour can be explained in terms of ideas (memes) that 'jump from brain to brain' as people observe others' behaviour. Just as the gene is the replicator in natural selection, so memes are cultural replicators that communicate socially acceptable practices.

6. What is motivation?

The energizing state that arises from internal needs and drives and orients the individual's behaviour towards achieving an appropriate goal. A complete state of motivation requires both the inner drive and the external means of satisfying it to be present.

7. What are projective techniques?

Methods of revealing consumers' underlying motivations and understandings by requiring them to project themselves into situations of purchase and consumption in which they role-play or describe the behaviour of others, explaining what is going on in the situation and why.

8. What is a third person test?
A method of revealing consumers' motivations and understandings by involving the idea of a typical consumer of a particular product or brand about whom the respondent is asked such questions as 'What is she like? 'Why does she buy this?' In this way, the respondent may more readily provide access to her own feelings and motives than if she is asked 'head-on' what she thinks.
9. What is consumer satisfaction?
The degree of positive or negative affect a consumer feels towards a product, store or brand at the post-purchase stage of the buying cycle.
10. Distinguish between a need and a want.
A need can be understood as an internal state of an organism that it will strive to fulfill *or* as whatever will serve to overcome that inner state of deprivation. Needs in the first sense are often treated as drives that arise biologically (e.g. towards food or sex) or as resulting from social pressures (e.g. for status). Hence they are often referred to as biogenic or socio- (or psycho-) genic. In either case, they denote what the organism requires in order to function as a biological or social entity. Wants, which are whatever the individual desires and demands, are generally thought to arise entirely from acquired social and psychological considerations. Hence, we may be born with a need for food but develop a taste or want for chocolate chip cookies as a result of social experience.
11. Distinguish between psychogenic needs and biogenic drives.
Psychogenic needs are socially inculcated, e.g., for prestige.
Biogenic needs are biological in origin, e.g. for food, water, sex.
12. What are values? Distinguish between instrumental and terminal values.
Values are enduring beliefs that a particular action or mode of conduct is personally or socially acceptable and desirable. Values include abstract social entities such as justice and mercy, as well as socially and marketing-contrived desires like fresh breath confidence and being a 'good' parent. Terminal values are the things desired as ends in themselves.
13. What is self-actualization?
The state of having fulfilled all of one's potential capacities. In Maslow's hierarchy of needs system, this is the final stage of development, achievable only after the individual has fulfilled all their biogenic and sociogenic needs.
14. What is the difference between internal and external motivation?
Internal motivation is intrapersonally generated motivation whereas external motivation generated by the possibility of acquiring extrapersonal things such as products.

15. How perception is linked with marketing of services?

Perception is how consumers understand and comprehend external stimuli. The problem with services is that they are intangible in nature and hence customers find it difficult to comprehend something which is incorporeal, that is having no physical bodies or existence. When it comes to marketing of services and in particular when developing advertising messages, it is essential that marketers are creative in their approach to tackling the intangibility of services. Table 2.3 in the text can help further illustrate the practical approaches used by marketers.

16. What is meant by symbolism in perceptual interpretation?

Marketers often turn to the study of symbols and signs (semiotics) with a view to develop a better understanding of how messages are comprehended and understood by consumers and how they can improve the effectiveness of their marketing efforts. The semiotic analysis may suggest that marketing messages have three elements: the 'object' (e.g. the product/brand itself), the 'sign' (e.g. the imagery used in the message) and the 'meaning' (which is how the recipient interprets the message). The marketer can relate signs in the message directly to the product or brand. They can also relate signs in the message that share common properties and have agreed associations.