

CH 10 Study Guide- Understanding the Customer

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- _____ 1. A B2C company sells its products or services primarily to _____.
A. businesses
B. foreign markets
C. children
D. consumers
- _____ 2. A B2B company sells its products or services primarily to _____.
A. businesses
B. foreign markets
C. children
D. consumers
- _____ 3. The NAICS classifies businesses according to _____.
A. size
B. region
C. industry
D. net worth
- _____ 4. According to Maslow's hierarchy of needs, which of the following needs is the strongest?
A. security
B. social
C. physical
D. self-actualization
- _____ 5. Which of the following factors that influence buying behavior is a personal factor?
A. weather
B. gender
C. self-image
D. time of day
- _____ 6. The personal quality called _____ is reflected in characteristics, such as being stubborn, shy, cheerful, or competitive.
A. personality
B. ethnicity
C. self-actualization
D. integrity
- _____ 7. Buying motives that are based on logical reasoning are _____ motives.
A. emotional
B. rational
C. patronage
D. impulse

- _____ 8. Suppose you need ink for your two-year-old inkjet printer, so you go to the local store where you always purchase your office supplies and purchase the ink. What type of buying decision is this *most* likely to be?
- A. impulse
 - B. routine
 - C. limited
 - D. extensive
- _____ 9. The *primary* influence on most B2B buying decisions is _____.
- A. product trends
 - B. laws and regulations
 - C. needs of the organization
 - D. preference of the company president
- _____ 10. A state legislature passes legislation requiring additional safeguards on construction equipment used in state projects. Contractors who work on state projects must buy upgraded equipment or retrofit their existing equipment. This type of buying influence is considered a(n) _____ influence.
- A. internal
 - B. external
 - C. impulsive
 - D. situational
- _____ 11. A small business purchases 10 reams of copier paper every month. This type of purchase is a(n) _____ purchase.
- A. impulse
 - B. modified
 - C. repeat
 - D. new
- _____ 12. A company that has been buying a product from a specific vendor decides to allow other vendors to bid on the product before the next purchase. This is an example of a(n) _____ purchase.
- A. impulse
 - B. modified
 - C. repeat
 - D. new
- _____ 13. Into which B2B category does an Internet service provider center fall?
- A. producer
 - B. reseller
 - C. institution
 - D. service business
- _____ 14. Your current running shoes are falling apart, so you go to a department store to purchase a new pair. You have been happy with the ones you have currently, so you purchase the same brand and size. While you are in the store, you see a scarf that you know your sister would love, and her birthday is coming up, so you purchase that as well. What two types of buying decisions have you made?
- A. routine and impulse
 - B. routine and limited
 - C. impulse and limited
 - D. routine and extensive

- _____ 15. A friend has been invited to be best man at his cousin's wedding and needs to rent a tuxedo. His time is limited, so he goes to the nearest shop that rents tuxedos and rents the tuxedo. He discovers later that the pants have a small hole in them. What two steps of the consumer decision-making process did your friend skip?
- A. defining the need/problem and searching for information
 - B. searching for information and reviewing options
 - C. reviewing options and making the purchase
 - D. searching for information and evaluating the purchase

Matching

Match the following terms and identifying phrases.

- A. buying motive
- B. inventory
- C. producer
- D. psychological influence
- E. reference group
- F. reseller
- G. service business
- H. situational influence
- I. social environment
- J. value

- _____ 16. Group of people that influences a person's attitudes, beliefs, and behavior.
- _____ 17. Influence that comes from the environment, such as the weather or the economy.
- _____ 18. Explains why an individual has certain needs and wants.
- _____ 19. Reason a person seeks and buys a good or service.
- _____ 20. Business that buys raw materials and equipment for use in making products.
- _____ 21. Company that provides one or more services to others.
- _____ 22. Relative worth of something.
- _____ 23. Finished products purchased from vendors and sold by retail stores.
- _____ 24. Company that buys finished products and then sells those products to consumers.
- _____ 25. Made up of friends, family, classmates, and other groups with which a person interacts.

Completion

Complete each statement.

26. The behavior and actions taken by people to satisfy their needs and wants is known as _____ behavior.
27. The businesses from which retailers buy their goods are called _____.

28. The order in which certain needs are met before others can be referred to as a(n) _____ of needs.
29. The expression of a person's true self by reaching personal goals and helping others is called _____ in Maslow's Hierarchy of Needs.
30. The aggregate of groups that make up the surroundings in which people live is their _____ environment.
31. The qualities that make each person unique are _____ factors that may affect the consumer buying process.
32. The type of selling that focuses on building long-term dealings with customers is known as _____ selling.
33. Motivators or change factors that occur from outside a business that affect a B2B buying decision are considered _____ influences.
34. Motivators or change factors based on a company's goals are considered _____ influences.
35. _____ buying motives are based on feelings and social needs.
36. A customer who always purchases her clothing at the same clothing store because she likes the store has a(n) _____ buying motive.
37. The desire to be accepted by your peers is an example of a(n) _____ consumer buying influence.
38. Factors such as current sales promotions, store location, and time of day are _____ influences that consumers may experience.
39. A person's needs for love and acceptance are sometimes called _____ needs.
40. A major _____ reference group on all consumers is family.

Short Answer

41. Briefly describe Maslow's Hierarchy of Needs.
42. List the five major categories within the B2B market.
43. What is the difference between a normative reference group and a comparative reference group?
44. What are the five basic steps of the consumer decision-making process?
45. Name the four levels of buying decisions.

Name: _____

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46. What variables are commonly used to segment business customers?
47. What are the three levels of B2B buying decisions?
48. What is the difference between a repeat purchase and a modified purchase?
49. What three factors may be used to determine the size of a business customer?
50. From a marketing point of view, which level in Maslow's Hierarchy of Needs has the largest market, and why?