TRUE/FALSE

1. Evaluative criteria are the attributes, features, or potential benefits that consumers consider when reviewing possible solutions to a problem.
   ANS: T  PTS: 1  DIF: Moderate  REF: p. 270  OBJ: 13-1

2. A feature is a performance characteristic of an object.
   ANS: T  PTS: 1  DIF: Moderate  REF: p. 270  OBJ: 13-1

3. A benefit is a perceived favourable result that is derived from the presence of a particular feature.
   ANS: T  PTS: 1  DIF: Easy  REF: p. 270  OBJ: 13-1

4. Not all evaluative criteria are equally important.
   ANS: T  PTS: 1  DIF: Moderate  REF: p. 270  OBJ: 13-1

5. Relevant criteria are the evaluative criteria that are related to the actual choice that is made.
   ANS: F
   These are determinant criteria.
   PTS: 1  DIF: Moderate  REF: p. 270  OBJ: 13-1

6. Determinant criteria remain constant across situations.
   ANS: F
   Which criteria are determinant can depend largely on the situation in which a product is consumed.
   PTS: 1  DIF: Moderate  REF: p. 271  OBJ: 13-1

7. Affective criteria include emotional, symbolic, and subjective attributes or benefits that are associated with an alternative.
   ANS: F
   These are hedonic criteria.
8. Rational criteria pertain to functional or economic aspects associated with an alternative.

   ANS: F
   These are utilitarian criteria.

   PTS: 1       DIF: Moderate       REF: p. 271       OBJ: 12-2

9. Bounded rationality describes the idea that perfectly rational decisions are not always feasible due to constraints found in information processing.


10. With affect-based evaluation, consumers evaluate products based on the overall feeling that is evoked by the alternative.


11. Emotions and mood states play a big role in affect evaluations.


12. With benefit-based evaluation, alternatives are evaluated across a set of attributes that are considered relevant to the purchase situation.

    ANS: F
    This is attribute-based evaluation.


13. Product traces are mental representations of stored knowledge about groups of products.

    ANS: F
    Product categories are mental representations of stored knowledge about groups of products.

    PTS: 1       DIF: Moderate       REF: p. 272       OBJ: 13-3

14. The number of levels and details within each level of a consumer’s product categories is influenced by involvement and perceived risk.

    ANS: F
    The number of levels and details within each level of a consumer’s product categories is influenced by familiarity and expertise with products.

15. Distinctions at basic levels in a consumer’s product categories are very specific, while
distinctions at subsequent levels are generally made across product categories.

ANS: F

Distinctions at basic levels in a consumer’s product categories are generally made across
product categories, while distinctions at subsequent levels increase in specificity.

PTS: 1
DIF: Hard
REF: p. 273
OBJ: 13-3

16. The different levels of product categories can be referred to as being either superordinate or
subordinate.

ANS: T

PTS: 1
DIF: Moderate
REF: p. 273
OBJ: 13-3

17. Superordinate categories are abstract in nature and represent the highest level of
categorization.

ANS: T

PTS: 1
DIF: Moderate
REF: p. 273
OBJ: 13-3

18. Evaluations are generally more relevant and meaningful at the superordinate levels of product
categories.

ANS: F

Evaluations are generally more relevant and meaningful at the subordinate levels of product
categories.

PTS: 1
DIF: Moderate
REF: p. 273
OBJ: 13-3

19. Perceptual attributes are not easily recognized.

ANS: F

Perceptual attributes are visually apparent and easily recognized.

PTS: 1
DIF: Moderate
REF: p. 274
OBJ: 13-3

20. Size, shape, colour, and price are absolute attributes.

ANS: F

Size, shape, colour, and price are perceptual attributes.

PTS: 1
DIF: Moderate
REF: p. 274
OBJ: 13-3

21. Perceptual attributes are sometimes called search qualities because they can easily be
evaluated prior to actual purchase.

ANS: T

PTS: 1
DIF: Hard
REF: p. 274
OBJ: 13-3
22. Subordinate attributes are not readily apparent and can only be learned through experience with the product.

ANS: F
These are called underlying attributes.

PTS: 1 DIF: Moderate REF: p. 274 OBJ: 13-3

23. Underlying attributes are sometimes referred to as experience qualities because they are often perceived only during consumption.


24. Consumers often infer the existence of underlying attributes, such as quality, through perceptual attributes, such as price.


25. A beacon is a characteristic that allows a consumer to diagnose something distinctive about an alternative.

ANS: F
A signal is a characteristic that allows a consumer to diagnose something distinctive about an alternative.

PTS: 1 DIF: Moderate REF: p. 274 OBJ: 13-3

26. When purchase involvement is high, consumers use signals such as brand name, price, appearance, and retailer reputation to infer information about product quality.

ANS: F
When purchase involvement is low, consumers use signals such as brand name, price, appearance, and retailer reputation to infer information about product quality.

PTS: 1 DIF: Moderate REF: p. 274 OBJ: 13-3

27. The accuracy of a consumer’s evaluation depends heavily on the quality of judgments that they make.


28. Judgments are mental assessments of the presence of attributes and the benefits associated with those attributes.

29. One judgment consumers make during the evaluation process is an assessment of the benefits associated with features.

ANS: T  
PTS: 1  
DIF: Moderate  
REF: p. 276  
OBJ: 13-3

30. The ability of a consumer to make accurate judgments when evaluating alternatives is influenced by his or her ability to perceive differences in levels of stimuli between two options.

ANS: T  
PTS: 1  
DIF: Easy  
REF: p. 276  
OBJ: 13-3

31. Attribute variants are perceived relationships between product features.

ANS: F  
Attribute correlations are perceived relationships between product features.

PTS: 1  
DIF: Hard  
REF: p. 276  
OBJ: 13-3

32. Absolute quality refers to the actual quality of a product that can be assessed through industry specification or expert rating.

ANS: F  
Objective quality refers to the actual quality of a product that can be assessed through industry specification or expert rating.

PTS: 1  
DIF: Moderate  
REF: p. 277  
OBJ: 13-3

33. Perceived quality is based on consumer perceptions.

ANS: T  
PTS: 1  
DIF: Easy  
REF: p. 277  
OBJ: 13-3

34. Consumers can handle only a small number of comparisons before overload sets in.

ANS: F  
Research suggests that consumers can handle a surprisingly high number of comparisons before overload sets in.

PTS: 1  
DIF: Moderate  
REF: p. 277  
OBJ: 13-3

35. Consumers cannot make good choices when considering only a single attribute.

ANS: F  
Consumers are often able to make good choices when considering only a single attribute.

PTS: 1  
DIF: Hard  
REF: p. 277  
OBJ: 13-3
36. When information about some attributes is missing, consumers tend to weight the criteria that are common to both alternatives quite heavily in the evaluation.

ANS: T  
PTS: 1  
DIF: Moderate  
REF: p. 278  
OBJ: 13-3

37. One way to determine the criteria that consumers use when judging products is to directly ask them through surveys.

ANS: T  
PTS: 1  
DIF: Easy  
REF: p. 278  
OBJ: 13-3

38. Cluster analysis is used to understand the attributes that guide preferences by having consumers compare products across levels of evaluative criteria and the expected utility associated with the alternatives.

ANS: F  
This is conjoint analysis.

PTS: 1  
DIF: Hard  
REF: p. 278  
OBJ: 13-3

39. “Choice” means that a particular alternative will be chosen.

ANS: F  
Not necessarily. Consumers may simply choose to delay a choice until a future date or to forgo a selection indefinitely.

PTS: 1  
DIF: Moderate  
REF: p. 279  
OBJ: 13-4

40. Two major types of rules that consumers use when selecting products are objective rules and subjective rules.

ANS: F  
Two major types of rules that consumers use when selecting products are compensatory rules and non-compensatory rules.

PTS: 1  
DIF: Moderate  
REF: p. 279  
OBJ: 13-4

41. Compensatory rules allow consumers to select products that may perform poorly on one attribute by compensating for the poor performance by good performance on another attribute.

ANS: T  
PTS: 1  
DIF: Easy  
REF: p. 279  
OBJ: 13-4
42. When absolute rules are used, strict guidelines are set prior to selection, and any option that does not meet the specifications is eliminated from consideration.

ANS: F
This describes non-compensatory rules.

PTS: 1   DIF: Moderate   REF: p. 280   OBJ: 13-4

43. Consumer researchers have identified four major categories of non-compensatory rules: the conjunctive rule, the disjunctive rule, the conjoint rule, and the cluster rule.

ANS: F
Consumer researchers have identified four major categories of non-compensatory rules: the conjunctive rule, the disjunctive rule, the lexicographic rule, and the elimination-by-aspects (EBA) rule.

PTS: 1   DIF: Moderate   REF: p. 280   OBJ: 13-4

44. Following the lexicographic rule, the consumer sets a minimum mental cutoff point for various features and rejects any product that fails to meet or exceed this cutoff point across all features.

ANS: F
This is the conjunctive rule.

PTS: 1   DIF: Moderate   REF: p. 280   OBJ: 13-4

45. Following the disjunctive rule, beginning with the most important feature, the consumer eliminates options that don’t meet or surpass the cutoff point on this important feature. Then the consumer moves on to the next most important feature and repeats the process until only one option remains.

ANS: F
This is the elimination-by-aspects rule (EBA).

PTS: 1   DIF: Moderate   REF: p. 280   OBJ: 13-4

46. The conjunctive and EBA rules can result in the same decision if the same cutoff points are used for both rules.


47. Compensatory rules are often used in low-involvement situations.

ANS: F
Non-compensatory rules are often used in these situations.

PTS: 1   DIF: Moderate   REF: p. 281   OBJ: 13-4
48. Consumers can combine decision rules to arrive at a final solution.
   
   ANS: T  PTS: 1  DIF: Moderate  REF: p. 281
   OBJ: 13-4

49. Consumers actually use decision rules quite frequently, but the comparisons are almost always made mentally rather than using mathematical formulas.
   
   ANS: T  PTS: 1  DIF: Moderate  REF: p. 281
   OBJ: 13-4

50. Sometimes consumers will decide where they will buy before they determine what they will buy.
   
   ANS: T  PTS: 1  DIF: Easy  REF: p. 282
   OBJ: 13-4

MULTIPLE CHOICE

1. What are the attributes, features, or potential benefits that consumers consider when reviewing possible solutions to a problem?
   a. choice criteria
   b. benefit criteria
   c. compensatory criteria
   d. evaluative criteria
   
   ANS: D  PTS: 1  DIF: Moderate  REF: p. 270
   OBJ: 13-1  BLM: Remember

2. When consumers make a decision regarding which laptop computer to purchase, they consider things such as hard disk size, speed, weight, screen size, and so on and the benefits received from each of these features. Which part of the evaluation of alternatives process do these attributes, features, and benefits make up?
   a. evaluative criteria
   b. choice criteria
   c. consideration set
   d. evaluative set

   ANS: A  PTS: 1  DIF: Hard  REF: p. 270
   OBJ: 13-1  BLM: Higher Order

3. What is the term for a performance characteristic of an object?
   a. benefit
   b. feature
   c. criterion
   d. element

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 270
   OBJ: 13-1  BLM: Remember
4. Aspects such as fuel efficiency, horsepower, and other performance characteristics of an automobile are examples of which of the following?
   a. features
   b. benefits
   c. categories
   d. elements
   ANS: A       PTS: 1       DIF: Moderate       REF: p. 270
   OBJ: 13-1       BLM: Higher Order

5. What is the term for a perceived favourable result that is derived from the presence of a particular feature?
   a. attribute
   b. benefit
   c. criterion
   d. element
   ANS: B       PTS: 1       DIF: Moderate       REF: p. 270
   OBJ: 13-1       BLM: Remember

6. A better picture quality of a high-definition television is what part of the evaluative criteria?
   a. an element
   b. a feature
   c. a criterion
   d. a benefit
   ANS: D       PTS: 1       DIF: Hard       REF: p. 270
   OBJ: 13-1       BLM: Higher Order

7. Which of the following are the evaluative criteria that are related to the actual choice that is made?
   a. determinant criteria
   b. objective criteria
   c. primary criteria
   d. absolute criteria
   ANS: A       PTS: 1       DIF: Moderate       REF: p. 270
   OBJ: 13-1       BLM: Remember

8. Hans is considering three criteria when selecting a laptop computer: weight, memory, and speed. What is the term for the evaluative criteria that are related to his actual choice?
   a. primary criteria
   b. performance criteria
   c. consideration criteria
   d. determinant criteria
   ANS: D       PTS: 1       DIF: Moderate       REF: p. 270
   OBJ: 13-1       BLM: Higher Order
9. Which of the following describes the idea that perfectly rational decisions are not always feasible due to constraints found in information processing?
   a. limited capacity
   b. limited rationality
   c. bounded rationality
   d. bounded capacity

   ANS: C    PTS: 1    DIF: Moderate    REF: p. 272
   OBJ: 13-2    BLM: Remember

10. What are the two major types of evaluation processes?
   a. utilitarian-based and hedonic-based
   b. feature-based and benefit-based
   c. affect-based and attribute-based
   d. superordinate and subordinate

   ANS: C    PTS: 1    DIF: Moderate    REF: p. 272
   OBJ: 13-2    BLM: Remember

11. Which type of evaluation do consumers use to evaluate products based on the overall feeling that is evoked by the alternative?
   a. attribute-based
   b. feature-based
   c. benefit-based
   d. affect-based

   ANS: D    PTS: 1    DIF: Moderate    REF: p. 272
   OBJ: 13-2    BLM: Remember

12. Jane purchased her car just based on the fact that she liked it. She didn’t spend any time looking at the specific features compared to other brands when deciding to purchase the car. Which type of evaluation process did Jane use?
   a. attribute-based
   b. affect-based
   c. feature-based
   d. benefit-based

   ANS: B    PTS: 1    DIF: Hard    REF: p. 272
   OBJ: 13-2    BLM: Higher Order

13. In which type of evaluation process are alternatives evaluated across a set of characteristics that are considered relevant to the purchase situation?
   a. attribute-based
   b. rationally based
   c. affect-based
   d. elaborative

   ANS: A    PTS: 1    DIF: Moderate    REF: p. 272
   OBJ: 13-2    BLM: Remember
14. When deciding which refrigerator to purchase, consumers usually evaluate different models across a set of characteristics such as size and energy costs, instead of just picking one based on overall feeling toward a specific model. What kind of evaluation is this?
   a. affect-based
   b. attribute-based
   c. Limited
   d. benefit-based

   ANS: B  PTS: 1  DIF: Hard  REF: p. 272
   OBJ: 13-2  BLM: Higher Order

15. Which of the following are mental representations of stored knowledge about groups of products?
   a. product metrics
   b. product categories
   c. product segments
   d. product sections

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 272
   OBJ: 13-3  BLM: Remember

16. What are the two different levels of product categories?
   a. primary or secondary
   b. feature or affect
   c. utilitarian or hedonic
   d. superordinate or subordinate

   ANS: D  PTS: 1  DIF: Moderate  REF: p. 273
   OBJ: 13-3  BLM: Remember

17. Which product category level is abstract in nature and represents the highest level of categorization?
   a. Primary
   b. Superordinate
   c. Pinnacle
   d. Abstract

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 273
   OBJ: 13-3  BLM: Remember

18. “Vehicles” is an example of which type of product category?
   a. subordinate
   b. utilitarian
   c. superordinate
   d. attribute-based

   ANS: C  PTS: 1  DIF: Hard  REF: p. 273
   OBJ: 13-3  BLM: Higher Order
19. Diet Coke is a brand of soft drink. Which level of product category is this an example of?
   a. secondary
   b. tertiary
   c. subordinate
   d. superordinate

   ANS: C       PTS: 1       DIF: Moderate       REF: p. 273
   OBJ: 13-3    BLM: Higher Order

20. What type of attributes are visually apparent and easily recognizable?
   a. objective
   b. perceptual
   c. underlying
   d. primary

   ANS: B       PTS: 1       DIF: Moderate       REF: p. 274
   OBJ: 13-3    BLM: Remember

21. Size, shape, colour, and price are all examples of which type of attributes?
   a. elementary
   b. perceptual
   c. objective
   d. primary

   ANS: B       PTS: 1       DIF: Moderate       REF: p. 274
   OBJ: 13-3    BLM: Higher Order

22. Since they can easily be evaluated prior to the actual purchase, what are perceptual attributes also referred to as?
   a. search qualities
   b. superordinate qualities
   c. subordinate qualities
   d. experience qualities

   ANS: A       PTS: 1       DIF: Hard       REF: p. 274
   OBJ: 13-3    BLM: Higher Order

23. What type of attributes are not readily apparent and can be learned only through experience with the product?
   a. experiential
   b. secondary
   c. subordinate
   d. underlying

   ANS: D       PTS: 1       DIF: Moderate       REF: p. 274
   OBJ: 13-3    BLM: Remember
24. Since they are often perceived only during consumption, what are underlying attributes also referred to as?
   a. search qualities  
   b. subordinate qualities  
   c. consumption qualities  
   d. experience qualities  

   ANS: D  
   PTS: 1  
   DIF: Hard  
   REF: p. 274  
   OBJ: 13-3  
   BLM: Higher Order

25. It’s difficult for consumers to assess the quality of a product just by looking at it. Oftentimes, consumers must use a product to determine the quality level, and even then it is still sometimes difficult to determine the quality. Quality is best described as which type of attribute?
   a. search attribute  
   b. underlying attribute  
   c. secondary attribute  
   d. subordinate attribute  

   ANS: B  
   PTS: 1  
   DIF: Hard  
   REF: p. 274  
   OBJ: 13-3  
   BLM: Higher Order

26. What is the term for a characteristic that allows a consumer to diagnose something distinctive about an alternative?
   a. diagnostic  
   b. underlying attribute  
   c. signal  
   d. determinator  

   ANS: C  
   PTS: 1  
   DIF: Moderate  
   REF: p. 274  
   OBJ: 13-3  
   BLM: Remember

27. Joseph A. Bank, a men’s clothing store, has recently started advertising weekly sales such as “three suits for the price of one,” or “get 30% off your first item, 50% off the second, and 70% off the third.” This type of advertising might result in consumers thinking the quality is not very good in order to offer such deep discounts. How are the advertising and promotion being used?
   a. as a signal  
   b. as a cue  
   c. as a determinant attribute  
   d. as an underlying attribute  

   ANS: A  
   PTS: 1  
   DIF: Hard  
   REF: p. 274  
   OBJ: 13-3  
   BLM: Higher Order
28. Which of the following is NOT a factor that influences the type of criteria consumers use when evaluating alternatives?
   a. social influences
   b. financial resources
   c. product knowledge
   d. expert opinions

   ANS: B       PTS: 1       DIF: Hard       REF: p. 274
   OBJ: 13-3     BLM: Higher Order

29. Which of the following are mental assessments of the presence of attributes and the benefits associated with those attributes?
   a. judgments
   b. differentiations
   c. decision rules
   d. selection criteria

   ANS: A       PTS: 1       DIF: Moderate       REF: p. 276
   OBJ: 13-3     BLM: Remember

30. Many sales managers are assessing whether equipping their sales force with tablets, such as Apple’s iPad or Motorola’s Zoom, will be beneficial. The managers will make mental assessments of the features available and the benefits they offer as well as the value provided by those benefits. What is the term for this thought process?
   a. decision rules
   b. determinant criteria
   c. judgments
   d. feature analyses

   ANS: C       PTS: 1       DIF: Hard       REF: p. 276
   OBJ: 13-3     BLM: Higher Order

31. Which of the following do consumers NOT make judgments about?
   a. value associated with the benefit
   b. product categories
   c. presence of features
   d. benefits associated with features

   ANS: B       PTS: 1       DIF: Hard       REF: p. 276
   OBJ: 13-3     BLM: Remember

32. When looking for a new refrigerator, Rebecca notices that one model has more drawers than the others. What has she noted during her evaluation process?
   a. the presence of features
   b. the feature levels
   c. the benefits associated with features
   d. the value associated with the benefit

   ANS: B       PTS: 1       DIF: Hard       REF: p. 276
   OBJ: 13-3     BLM: Higher Order
33. Which term is used to describe the practice of offering essentially identical products with different model numbers or names?
   a. pirated goods
   b. branded variants
   c. brand equity
   d. just noticeable difference

   ANS: B  PTS: 1  DIF: Hard  REF: p. 276
   OBJ: 13-3  BLM: Remember

34. Which of the following describes the perceived relationship between attributes of products?
   a. branded variants
   b. brand equivalency
   c. attribute correlation
   d. attribute equivalency

   ANS: C  PTS: 1  DIF: Moderate  REF: p. 276
   OBJ: 13-3  BLM: Remember

35. Which type of quality can be assessed through industry specification or expert rating?
   a. absolute quality
   b. objective quality
   c. perceived quality
   d. legitimate quality

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 277
   OBJ: 13-3  BLM: Remember

36. Jose is trying to determine the actual quality of different brands of lawn mowers by looking at Consumer Reports ratings. What is the term for this type of quality?
   a. absolute quality
   b. primary quality
   c. measurable quality
   d. objective quality

   ANS: D  PTS: 1  DIF: Hard  REF: p. 277
   OBJ: 13-3  BLM: Higher Order

37. Which type of quality is based on what a consumer understands about a product?
   a. subjective quality
   b. perceived quality
   c. underlying quality
   d. secondary quality

   ANS: B  PTS: 1  DIF: Easy  REF: p. 277
   OBJ: 13-3  BLM: Remember
38. Which type of analysis is used to understand the attributes that guide preferences by having consumers compare products across levels of evaluative criteria and the expected utility associated with the alternatives?
   a. cluster analysis
   b. conjoint analysis
   c. regression analysis
   d. factor analysis

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 278
   OBJ: 13-3  BLM: Remember

39. A consumer researcher wants to understand the attributes that guide consumers’ preferences when deciding among different brands of laundry detergent. She asks consumers to compare alternatives across levels of attributes, such as price, gentleness, and scent. These comparisons allow the researcher to determine the expected utility associated with each alternative. Which type of analysis is the researcher conducting?
   a. compensatory analysis
   b. cluster analysis
   c. regression analysis
   d. conjoint analysis

   ANS: D  PTS: 1  DIF: Hard  REF: p. 278
   OBJ: 13-3  BLM: Higher Order

40. What are the two major types of rules that consumers use when selecting products?
   a. primary and secondary
   b. utilitarian and hedonic
   c. compensatory and non-compensatory
   d. feature-based and attribute-based

   ANS: C  PTS: 1  DIF: Moderate  REF: p. 279
   OBJ: 13-4  BLM: Remember

41. Which type of decision rule allows consumers to select products that may perform poorly on one attribute by accommodating for the poor performance by good performance on another attribute?
   a. compensatory rule
   b. compromise-based rule
   c. superordinate rule
   d. subordinate rule

   ANS: A  PTS: 1  DIF: Moderate  REF: p. 279
   OBJ: 13-4  BLM: Remember
42. The attitude toward the object model is an example of which type of consumer choice decision rule?
   a. compliance
   b. subordinate
   c. non-compensatory
   d. compensatory

   ANS: D  PTS: 1  DIF: Moderate  REF: p. 279
   OBJ: 13-4  BLM: Remember

43. A consumer was deciding among three vacation options and ended up choosing the one that actually performed the worst on the most important attribute, price. Which type of decision rule was the consumer using that allowed this alternative to be selected?
   a. conjunctive rule
   b. lexicographic rule
   c. exception rule
   d. compensatory rule

   ANS: D  PTS: 1  DIF: Hard  REF: p. 279
   OBJ: 13-4  BLM: Higher Order

44. Which type of decision rules have strict guidelines set prior to selection, and any option that does not meet the specifications is eliminated from consideration?
   a. compensatory rules
   b. elimination rules
   c. non-compensatory rules
   d. subordinate rules

   ANS: C  PTS: 1  DIF: Moderate  REF: p. 280
   OBJ: 13-4  BLM: Remember

45. Which of the following is NOT a type of non-compensatory rule?
   a. lexicographic rule
   b. conjoint rule
   c. disjunctive rule
   d. conjunctive rule

   ANS: B  PTS: 1  DIF: Hard  REF: p. 280
   OBJ: 13-4  BLM: Higher Order

46. Using which rule does the consumer set minimum mental cutoff points for various features and rejects any product that fails to meet or exceed this cutoff point across all features?
   a. compensatory rule
   b. conjunctive rule
   c. conjoint rule
   d. lexicographic rule

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 280
   OBJ: 13-4  BLM: Remember
47. Lisa is evaluating different brands of sewing machines and has determined the features that are important to her. She has decided that all features must meet or surpass a mental cutoff of 4 for an alternative to be selected. Which decision rule is Lisa using?
   a. compensatory
   b. conjunctive
   c. lexicographic
   d. minimum criteria

   ANS: B  PTS: 1  DIF: Moderate  REF: p. 280
   OBJ: 13-4  BLM: Higher Order

48. Using which type of decision rule does a consumer set a minimum, but usually high, mental cutoff for various features and select the product that meets or exceeds this cutoff on any feature?
   a. compensatory
   b. conjunctive
   c. disjunctive
   d. elimination-by-aspects

   ANS: C  PTS: 1  DIF: Moderate  REF: p. 280
   OBJ: 13-4  BLM: Remember

49. How does the disjunctive rule differ from the conjunctive rule?
   a. With the conjunctive rule, the product that is thought to perform best on the most important attribute is selected, but with the disjunctive rule, the product that is thought to perform best on any attribute is selected.
   b. With the disjunctive rule, the product that is thought to perform best on the most important attribute is selected, but with the conjunctive rule, the product that is thought to perform best on any attribute is selected.
   c. The consumer sets a minimum mental cutoff in both rules, but with the disjunctive rule, the cutoff point is usually low and the product that meets or exceeds this cutoff on any feature is selected.
   d. The consumer sets a minimum mental cutoff in both rules, but with the disjunctive rule, the cutoff point is usually high and the product that meets or exceeds this cutoff on any feature is selected.

   ANS: D  PTS: 1  DIF: Hard  REF: p. 280
   OBJ: 13-4  BLM: Higher Order
50. Carl is evaluating an xBox 360, a PS3, and a Nintendo Wii and has identified attributes to compare, such as price, game options, DVD players, and so on. He has decided that a game player must score above his minimum cutoffs. However, he has set these minimum cutoffs relatively high, and he will select the one that exceeds the relatively high cutoff on any attribute he's identified. Which decision rule is Carl using?
   a. conjunctive
   b. disjunctive
   c. lexicographic
   d. compensatory

   ANS: B  PTS: 1  DIF: Hard  REF: p. 280

   OBJ: 13-4  BLM: Higher Order

51. Using which decision rule do consumers select an option that performs best on the most important attribute to that consumer?
   a. conjunctive rule
   b. disjunctive rule
   c. lexicographic rule
   d. primary rule

   ANS: C  PTS: 1  DIF: Moderate  REF: p. 280

   OBJ: 13-4  BLM: Remember

52. Tess is comparing dishwashers and has decided to select the brand that she believes is the quietest, which is the most important attribute for her. Which decision rule is Tess using?
   a. superordinate
   b. conjunctive
   c. disjunctive
   d. lexicographic

   ANS: D  PTS: 1  DIF: Moderate  REF: p. 280

   OBJ: 13-4  BLM: Higher Order

53. When Nicole was searching for a house she looked at the most important attribute, which was the number of bedrooms, and eliminated any option that did not meet a minimum cutoff point of three. She then evaluated houses based on her next most important attribute, the number of bathrooms, and eliminated those that did not have at least two. She continued this process until only one option was left. What decision rule was Nicole using?
   a. conjunctive rule
   b. lexicographic rule
   c. elimination-by-aspects rule
   d. disjunctive rule

   ANS: C  PTS: 1  DIF: Moderate  REF: p. 280

   OBJ: 13-4  BLM: Higher Order
54. John is evaluating four brands of 3D televisions and has decided that picture quality is the most important attribute. All of the alternatives exceed his minimum cutoff for this attribute, so he next compares them on price. One option did not meet his acceptable price cutoff because the price was too high and was eliminated from further review. Next, he looked at the number of HDMI inputs and eliminated another alternative because it did have the minimum number of inputs. He continued in this manner until only one alternative was left and that’s the one he decided to purchase. Which decision rule was John using?
   a. conjunctive rule
   b. compensatory rule
   c. hierarchical rule
   d. elimination-by-aspects rule

   ANS: D  
   PTS: 1  
   DIF: Hard  
   REF: p. 280  
   OBJ: 13-4  
   BLM: Higher Order

55. Which of the following statements is NOT true regarding consumers’ use of decision rules?
   a. Non-compensatory rules are not used in high-involvement situations.
   b. Consumers can combine decision rules in order to arrive at a final solution.
   c. Studies have revealed that the lexicographic rule is very common.
   d. Consumers actually use the rules quite frequently.

   ANS: A  
   PTS: 1  
   DIF: Hard  
   REF: p. 281  
   OBJ: 13-4  
   BLM: Higher Order

56. In the consumer decision-making process, what comes after the search for information?
   a. choice
   b. evaluation of alternatives
   c. need recognition
   d. exchange

   ANS: B  
   PTS: 1  
   DIF: moderate  
   REF: p. 269  
   OBJ: 13-1  
   BLM: Higher Order

57. Which of the following catchphrases would appeal to someone who is looking for the benefits of going to a hotel for a week?
   a. “Escape to the country and unwind”
   b. “Our beds are the most comfortable”
   c. “We have the most helpful staff”
   d. “Free Internet”

   ANS: A  
   PTS: 1  
   DIF: Hard  
   REF: p. 270  
   OBJ: 13-1  
   BLM: Higher Order
58. An advertisement with a Land Rover driving through a construction zone would appeal to a consumer using what kind of criteria when evaluating alternatives?
   a. hedonic
   b. utilitarian
   c. affect based
   d. rational

   ANS: B  
   PTS: 1  
   DIF: Hard  
   REF: p. 271  
   OBJ: 13-2  
   BLM: Higher Order

59. Makena is looking to go to university for journalism but she knows she will have to pick a school without being able to research every single choice. What kind of decision is she making?
   a. limited capacity
   b. limited rationality
   c. bounded rationality
   d. bounded capacity

   ANS: C  
   PTS: 1  
   DIF: Moderate  
   REF: p. 272  
   OBJ: 13-2  
   BLM: Higher Order

60. Research has shown that consumers feel discontented and unhappy given too many choices. Consumers therefore should make what kind of decisions when it comes to evaluating alternatives?
   a. limited capacity
   b. limited rationality
   c. bounded rationality
   d. bounded capacity

   ANS: C  
   PTS: 1  
   DIF: Moderate  
   REF: p. 272  
   OBJ: 13-2  
   BLM: Higher Order

Energy Bar Scenario
Product nutrition labels provide considerable information for consumers. For example, a consumer deciding among the many brands of energy bars might compare three offerings: Clif Bar, Larabar, and ProBar. The most important attribute for this consumer is protein content, followed by calories, taste, sugar, price, and fat content. The consumer would like an energy bar with a high protein content but low in calories, sugar, fat, and price that also tastes good. Information is easily found on nutrition labels for all but the taste attribute. This information is summarized in the following table:

<table>
<thead>
<tr>
<th>Attributes in order of importance</th>
<th>Clif Bar</th>
<th>Larabar</th>
<th>ProBar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein</td>
<td>10 grams</td>
<td>5 grams</td>
<td>8 grams</td>
</tr>
<tr>
<td>Calories</td>
<td>250</td>
<td>190</td>
<td>350</td>
</tr>
<tr>
<td>Taste</td>
<td>?</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>Sugar</td>
<td>13 grams</td>
<td>17 grams</td>
<td>14 grams</td>
</tr>
<tr>
<td>Price</td>
<td>$1.13</td>
<td>$1.25</td>
<td>$2.50</td>
</tr>
<tr>
<td>Fat</td>
<td>2 grams</td>
<td>9 grams</td>
<td>8 grams</td>
</tr>
</tbody>
</table>
61. Refer to Energy Bar Scenario. What are calories, protein content, and sugar all examples of?
   a. product benefits
   b. product utilitarian components
   c. product features
   d. product subordinate categories

   ANS: C  PTS: 1  DIF: Hard  REF: p. 270
   OBJ: 13-1  BLM: Higher Order

62. Refer to Energy Bar Scenario. This consumer is evaluating the three brands across a set of traits for this product. Which type of evaluation is this consumer using?
   a. affect-based evaluation
   b. brand-based evaluation
   c. attribute-based evaluation
   d. rationally based evaluation

   ANS: C  PTS: 1  DIF: Hard  REF: p. 272
   OBJ: 13-2  BLM: Higher Order

63. Refer to Energy Bar Scenario. “Energy bar” is best described as which type of product category?
   a. superordinate
   b. subordinate
   c. unbounded
   d. bounded

   ANS: B  PTS: 1  DIF: Hard  REF: p. 273
   OBJ: 13-3  BLM: Higher Order

64. Refer to Energy Bar Scenario. Because taste is not readily apparent and can be determined only by actually eating the energy bar, this attribute is known as which type of attribute?
   a. perceptual
   b. underlying
   c. secondary
   d. nondeterminant

   ANS: B  PTS: 1  DIF: Hard  REF: p. 274
   OBJ: 13-3  BLM: Higher Order

65. Refer to Energy Bar Scenario. Using the lexicographic rule, which energy bar would this consumer select?
   a. Clif Bar because it has the highest protein content.
   b. Clif Bar because it has the lowest price.
   c. Clif Bar because it has the lowest sugar content.
   d. Clif Bar because it has the lowest fat content.

   ANS: A  PTS: 1  DIF: Hard  REF: p. 280
   OBJ: 13-4  BLM: Higher Order
ESSAY

1. Compare and contrast evaluative criteria and determinant criteria and identify how each is relevant to you when deciding among athletic shoe alternatives.

ANS: 
**Evaluative criteria** are the attributes, features, or potential benefits that consumers consider when reviewing possible solutions to a problem. Not all evaluative criteria are equally important, and **determinant criteria** (sometimes called determinant attributes) are the evaluative criteria that are related to the actual choice that is made. An attribute may not be considered a determinant attribute if a consumer does not perceive a difference between alternatives (e.g., safety among airlines).

Students’ applications will vary

PTS: 1  DIF: Moderate  REF: p. 270  OBJ: 13-1

2. Explain affect-based and attribute-based evaluations and discuss when each is used. Give an example of when you used each type of evaluation when making a purchase decision.

ANS:
With **affect-based evaluation**, consumers evaluate products based on the overall feeling that is evoked by the alternative. Emotions and mood play a big role in affect-based evaluations. With **attribute-based evaluation**, alternatives are evaluated across a set of attributes that are considered relevant to the purchase situation. This is used when consumers follow a rational decision-making process.

Students’ examples will vary.


3. What are product categories? Give an example of superordinate and subordinate product categories.

ANS: 
**Product categories** are mental representations of stored knowledge about groups of products. Superordinate categories are abstract in nature and represent the highest level of categorization. An example would be “beverages.” Subordinate categories are more detailed. Here the consumer examines the knowledge that he has stored about various options. For example, a consumer would proceed through the beverage superordinate category to subordinate categories of “colas,” “sports drinks,” and “juices.”

PTS: 1  DIF: Moderate  REF: p. 273  OBJ: 13-3
4. List the factors that determine the type of evaluative criteria that consumers use.

ANS:
(1) Situational influences
(2) Product knowledge
(3) Expert opinions
(4) Social influences
(5) Online sources
(6) Marketing communications

PTS: 1   DIF: Moderate   REF: p. 274   OBJ: 13-3

5. Name and describe the four types of non-compensatory decision rules.

ANS:
The four major types of non-compensatory rules are:
(1) **Conjunctive rule**—the consumer sets a minimum mental cutoff point for various features and rejects any product that fails to meet or exceed this cutoff point across all features.
(2) **Disjunctive rule**—the consumer sets a minimum mental cutoff for various features. This is similar to the conjunctive rule. However, with this rule, the cutoff point is usually high, and the product that meets or exceeds this cutoff on any feature is selected.
(3) **Lexicographic rule**—the consumer selects the product that he or she believes performs best on the most important feature.
(4) **Elimination-by-aspects rule (EBA)**—the consumer sets minimum cutoff points for the attributes. Beginning with the most important feature or she then eliminates options that don’t meet or surpass the cutoff point on this important feature. The consumer then moves on to the next most important feature and repeats the process and does this until only one option remains and a choice is made.

PTS: 1   DIF: Moderate   REF: p. 280   OBJ: 13-4

6. A consumer is deciding which television to purchase and has identified the determinant attributes and their importance as well as his beliefs of how the three brands he’s considering perform on each attribute. Using a compensatory approach, determine the brand this consumer should select.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Importance</th>
<th>Brand A</th>
<th>Brand B</th>
<th>Brand C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture quality</td>
<td>10</td>
<td>5</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Low price</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Warranty</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Service</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

ANS:
**Brand C** because the attitude toward that brand is highest (197). Attitude toward A is 150 and attitude toward B is 177. Each attitude is found using the equation, $\text{Attitude} = \sum (b_i)(e_i)$, where $b_i$ is the belief of how each brand performs on an attribute and $e_i$ is the importance of a given attribute.

PTS: 1   DIF: Hard   REF: p. 279   OBJ: 13-4
7. A consumer is deciding which television to purchase and has identified the determinant attributes and their importance as well as his beliefs of how the three brands he's considering perform on each attribute. Given the following information, answer the questions that follow.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Importance</th>
<th>Brand A</th>
<th>Brand B</th>
<th>Brand C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture quality</td>
<td>10</td>
<td>5</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Low price</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Warranty</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Service</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

(a) Assuming a minimum cutoff point of 5, use the conjunctive rule to determine the brand that will be selected. Explain your answer.
(b) Assuming a minimum cutoff point of 9, use the disjunctive rule to determine the brand that will be selected. Explain your answer.
(c) Use the lexicographic rule to determine the brand that will be selected. Explain your answer.
(d) Assuming a minimum cutoff point of 5, use the elimination-by-aspects rule (EBA) to determine the brand that will be selected. Explain your answer.

ANS:
(a) **Conjunctive rule**— the consumer will reject any product that fails to meet or exceed the cutoff of 5 across all features. Therefore, Brands A and B are eliminated leaving Brand C as the one selected.
(b) **Disjunctive rule**— the product that meets or exceeds this relatively high cutoff of 9 on any feature will be selected. Only Brand B meets this criterion.
(c) **Lexicographic rule**— the product that is thought to perform best on the most important attribute is selected. Picture quality is the most important attribute, and Brand B performs best on this attribute.
(d) **EBA rule**— begins with the most important attribute, picture quality. Any alternative that does not meet or surpass the cutoff of 5 on this attribute will be eliminated and not considered further. All options meet or surpass 5 on picture quality and no brand is eliminated. Next, the consumer looks at the next most important attribute, which is low price. Brand B does not meet or surpass 5 and is eliminated from further consideration. On the next most important attribute, service, Brand A does not meet or surpass 5 and is eliminated, leaving Brand C as the choice the consumer will make using this rule.

PTS: 1   DIF: Hard   REF: p. 280   OBJ: 13-4