Consumer Behavior, 12e, Global Edition (Solomon)
Chapter 1   Buying, Having, and Being: An Introduction to Consumer Behavior

1) A(n) _____ is a person who identifies a need or desire, makes a purchase, and then disposes of a product.
A) marketer
B) consumer
C) influencer
D) content generator
Answer: B
Diff: 1
Objective: 1.1: Consumer behavior is a process.

2) Jenny Rowlins is absolutely exhausted after her shopping trip to pick out a dress for her sorority's formal event. The stores were crowded, and none of her favorite shops carried a dress that she liked in her size. After spending hours at the mall, Jenny decided to order her dress online and just return it if it was not exactly right. This story is an example of how consumer behavior is a(n) _____.
A) industry
B) process
C) art form
D) theory
Answer: B
Diff: 2
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

3) Which of the following is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires?
A) Lifestyle marketing
B) Role theory
C) Consumer behavior
D) Marketing research
Answer: B
Diff: 1
Objective: 1.1: Consumer behavior is a process.

4) Which term refers to the bond between product and consumer that is difficult for competitors to break?
A) Brand loyalty
B) Custom
C) Patronage
D) Relationship
Answer: A
Diff: 1
Objective: 1.1: Consumer behavior is a process.

5) Which of the following time periods is encompassed in the study of consumer behavior?
A) Pre-purchase
B) Purchase
C) Post-purchase
D) All of the above
Answer: D
Diff: 1
Objective: 1.1: Consumer behavior is a process.

6) Which of the following is NOT a stage of the consumption process?
A) Desire
B) Pre-purchase
C) Purchase
D) Post-purchase
Answer: A
Diff: 1
Objective: 1.1: Consumer behavior is a process.

7) According to the basic marketing concept, a firm exists to _____.
A) influence popular culture
B) dominate market share
C) nurture relationships
D) satisfy needs
Answer: D
Diff: 2
Objective: 1.1: Consumer behavior is a process.

8) Which of the following is NOT considered a demographic?
A) Sex
B) Income
C) Lifestyle
D) Occupation
Answer: C
Diff: 1
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

9) A transaction in which two or more organizations or people give and receive something of value is called _____.
A) buyer behavior
B) exchange
C) perception
D) consumer perspective
Answer: B
Diff: 1
Objective: 1.1: Consumer behavior is a process.

10) _____ are statistics that measure observable aspects of population.
A) Psychographics
B) Lifestyles
C) Demographics
D) None of the above
Answer: C
Diff: 2
Objective: 1.1: Consumer behavior is a process.

11) When a transaction occurs between two or more organizations or people who give and receive something of value, an exchange has taken place.
Answer: TRUE
Diff: 1
Objective: 1.1: Consumer behavior is a process.

12) According to the definition of consumer behavior, how a consumer disposes of an idea and accepts another is part of consumer behavior.
Answer: TRUE
Diff: 2
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

13) Because consumer behavior is now examined as an entire consumption process that includes pre-purchase and post-purchase issues, exchange theory is irrelevant to the study of consumer behavior.
Answer: FALSE
Diff: 2
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

14) Descriptive characteristics of a population are called demographics.
Answer: TRUE
Diff: 1
Objective: 1.1: Consumer behavior is a process.

15) Demographics are statistics that measure observable aspects of a population.
Answer: TRUE
Diff: 1
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

16) In the early stages of development, consumer behavior was known as buyer behavior. What important aspect of the exchange process does this change in name reflect?
Answer: Buyer behavior reflects an emphasis on the act of purchase, but this exchange is dependent upon a number of pre-purchase and post-purchase perspectives and behaviors. To fully understand why an exchange is made, researchers must look at decisions and influences before the exchange, as well as the expectations of what happens after the exchange. The study of consumer behavior accounts for pre-purchase and post-purchase issues along with purchase issues, rather than simply buyer behavior.
Diff: 2
Objective: 1.1: Consumer behavior is a process.
AACSB: Reflective thinking

17) Explain the term "market segmentation strategies."
Answer: Market segmentation strategies means an organization targets its product service or idea only to specific group of consumers rather than everybody.
Diff: 2
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

18) Explain what a consumer is.
Answer: A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the purchase during the three stages of the consumption process.
Diff: 2
Objective: 1.1: Consumer behavior is a process.
AACSB: Analytical thinking

19) The 80/20 rule targets what user group?
A) All consumers
B) Light users
C) Heavy users
D) Moderate users
Answer: C
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

20) Age, gender, and social class are all used _____.
A) to divide market
B) as part of promotion
C) in social media
D) as part of the marketing mix
Answer: A
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

21) Why is age a common demographic category used in understanding consumer behavior?
A) Different age groups have different wants and needs.
B) Age is easier to categorize than gender.
C) Generational groups tend to be similar.
D) All of the above.
Answer: A
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

22) Psychographics are used to measure _____.
A) social class
B) income
C) demographics
D) lifestyles
Answer: D
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

23) People who belong to the same social class are most likely to have which of the following in common?
A) Social standing in the community
B) Personality
C) Ethnicity
D) Family structure
Answer: A
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

24) Which marketing philosophy emphasizes interacting with customers on a regular basis and giving them reasons to maintain a bond with a company's brands over time?
A) Differentiated marketing
B) Global marketing
C) Social marketing
D) Relationship marketing
Answer: D
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

25) Walmart tracks the habits of the 100 million customers who visit it stores each week and responds with products and services directed toward those customers' needs based on the information collected. This is an example of _____ marketing.
A) undifferentiated
B) database
C) relationship
D) consumer-generated
Answer: B
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Application of knowledge

26) The way consumers feel about themselves, the things they value, and the things they like to do in their spare time are part of how marketers segment using _____.
A) gender
B) age
C) social class
D) lifestyle
Answer: D
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

27) A person's marital status is important to which demographic variable?
A) Gender
B) Race
C) Family structure
D) Age
Answer: C
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

28) Which term refers to the collection and analysis of extremely large data sets?
A) Mainframe marketing data
B) Internet information data
C) Big data
D) Online media data
Answer: C
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Information technology

29) People who belong to the same social class are most likely to have which of the following in common?
A) Social standing in the community
B) Personality
C) Ethnicity
D) Family structure
Answer: A
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

30) American society is shifting from a mass culture in which many consumers share the same preferences to a diverse culture in which consumers have almost an infinite number of choices.
Answer: TRUE
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

31) The 80/20 rule states that 80% of consumers will use 20% of the product.
Answer: FALSE
Diff: 3
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

32) Consumers who share demographic characteristics such as ethnicity and age can have very different lifestyles.
Answer: TRUE
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

33) The fact that people often buy products not for what the products do but for what they mean implies that a product's basic function is unimportant.
Answer: FALSE
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Analytical thinking

34) A need is something a person must have to live.
Answer: TRUE
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.

35) Explain the concept of the 80/20 rule and why it is important to marketers.
Answer: According to the 80/20 rule, 20 percent of a product's users account for 80 percent of sales of that product. These heavy users are the product's most faithful customers. A company that can identify, build relationships with, and create value for heavy users is likely to have a successful marketing strategy.
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Application of knowledge

36) What is relationship marketing? Why is it so widely practiced by today's marketers?
Answer: Marketers who practice relationship marketing have realized that a key to success is building relationships between brands and customers that will last a lifetime. In this type of marketing, companies make an effort to interact with customers on a regular basis and give them reasons to maintain a bond with the company over time. Relationship marketing is even more important during an economic downturn.
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Application of knowledge

37) What is database marketing? Why is it so widely used by today's marketers?
Answer: Database marketing involves tracking consumer's buying habits very closely and crafting products and messages tailored precisely to people's wants and needs based on this information. As consumer markets are more and more segmented, marketers can use technology such as database marketing to determine exactly what each consumer wants and determine how to meet those wants.
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Information technology

38) What is database marketing? How is it used by consumers?
Answer: Database marketing tracks specific consumers buying habits very closely and crafts products and messages tailored precisely to people's wants and needs based on this information.
Diff: 2
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Information technology

39) Explain the difference between a need and a want?
Answer: The difference between a need and a want is a need is something a person must have to live, while a want is a specific manifestation of a need.
Diff: 1
Objective: 1.2: Marketers have to understand the wants and needs of different consumer segments.
AACSB: Application of knowledge

40) When a product helps to establish the user's identity, the user is said to have a(n) _____
type of relationship with the product.
A) self-concept attachment
B) nostalgic attachment
C) interdependence
D) love
Answer: A
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

41) Music, movies, sports, and books are part of _____.
A) consumer marketing
B) popular culture
C) lifestyles
D) in-your-face marketing
Answer: B
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

42) When a product is part of a user's daily routine the user is said to have a(n) _____ type of
relationship with the product.
A) self-concept attachment
B) nostalgic attachment
C) interdependence
D) love
Answer: C
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

43) When a product elicits emotional bonds of warmth and affection, the user is said to have a(n)
_____ type of relationship with the product.
A) self-concept attachment
B) nostalgic attachment
C) interdependence
D) love
Answer: D
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

44) A relationship a person might have with a product is called _____.
A) self-concept attachment
B) nostalgic attachment
C) interdependence
D) all of the above
Answer: D
Diff: 2
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

45) Die-hard Apple fans post videos on YouTube claiming their affection for Apple products. They most likely have a(n) _____ relationship with the product.
A) self-concept attachment
B) nostalgic attachment
C) interdependence
D) love
Answer: D
Diff: 2
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.
AACSB: Analytical thinking

46) Which form of relationship between product and customer is most at risk of the consumer switching to a different brand or product?
A) Self-concept attachment
B) Nostalgic attachment
C) Interdependence
D) Love
Answer: C
Diff: 3
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.
AACSB: Reflective thinking

47) Lucy Chang recently purchased a lovely ceramic bowl that featured a red dragon design. When she thought about her purchase, she found that she really had no justification for buying the bowl other than it reminded her of the bowls her mother used during evening meals when she was a young child in Hong Kong. Which type of relationship with a product best explains the reason for Lucy's purchase of the dragon bowl?
A) Self-concept attachment
B) Nostalgic attachment
C) Interdependence
D) Love
Answer: B
Diff: 2
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.
AACSB: Application of knowledge

48) The sociological perspective of _____ takes the view that much of consumer behavior resembles actions in a play.
A) role theory
B) pastiche
C) interpretivism
D) psychographics
Answer: A
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

49) A product that helps to establish the user's identity is called _____.
A) self-concept attachment
B) interdependence
C) love
D) nostalgic attachment
Answer: A
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

50) Role theory takes the view that much of consumer behavior resembles actions in play.
Answer: TRUE
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

51) Love is a relationship a consumer might have with a product.
Answer: TRUE
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

52) Consumption communities are where consumers share opinions and recommendations about products.
Answer: TRUE
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

53) According to the different categories of relationships that people may have with products, nostalgic attachment occurs if the product is part of the user's daily routine.
Answer: FALSE
Diff: 2
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

54) A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product.
Answer: TRUE
Diff: 1
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

55) Popular culture is both a product of marketing and an inspiration for marketing.
Answer: TRUE
Diff: 2
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.

56) Target began a new campaign to sell leather furniture. In emphasizing how leather furniture has been used over the decades in movies and books, by celebrities, and a necessity for home entertainment, the campaign is drawing upon popular culture.
Answer: TRUE
Diff: 2
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.
AACSB: Application of knowledge

57) List and briefly characterize four types of relationships a person might have with a product. Provide examples to illustrate each.
Answer: The four types of relationships are: 1) self-concept attachment—the product helps to establish the user's identity; 2) nostalgic attachment—the product serves as a link with a past-self; 3) interdependence—the product is a part of the user's daily routine; and 4) love—the product elicits emotional bonds of warmth, passion, or another strong emotion.
Diff: 3
Objective: 1.3: Our choices as consumers relate in powerful ways to the rest of our lives.
AACSB: Analytical thinking

58) A _____ creates a state of tension that drives consumers to attempt to reduce or eliminate.
A) want
B) demand
C) need
D) response
Answer: C
Diff: 1
Objective: 1.4: Our motivations to consume are complex and varied.

59) People buy products for _____.
A) what they do
B) what they mean
C) the role the product plays in the consumer's life
D) All of the above
Answer: D
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.
AACSB: Analytical thinking

60) When a person buys a product for emotional reasons, the need is _____.
A) utilitarian
B) functional
C) interdependent
D) hedonic
Answer: D
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.
AACSB: Analytical thinking

61) A product that helps to establish the user's identity is called nostalgic attachment.
Answer: FALSE
Diff: 1
Objective: 1.4: Our motivations to consume are complex and varied.

62) People often buy products for what they mean, not what they do.
Answer: TRUE
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.

63) Explain the difference between a need and a want. Provide an example of each.
Answer: A need is a basic biological motive that cannot be created by marketing. A want represents one way that individuals are taught by society and culture to satisfy a biological need. For example, thirst is a general need but thirst for Pepsi or Coke is a want.
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.
AACSB: Application of knowledge

64) Consumers and the items they consume can take many forms. Give examples of three different types of consumers and examples of three different types of items they could consume, including products, services, and ideas.
Answer: Examples will vary. Consumers can include individuals of any age, groups, and organizations. Items consumed can include products such as toys, cars, food; services such as dentist appointments, haircuts, and massages; and ideas such as democracy and the green movement.
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.
AACSB: Application of knowledge

65) Explain the term "user generated content."
Answer: User generated content is when everyday people voice their opinions about product brands and/or companies on social networks.
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.
AACSB: Information technology

66) Explain what is meant by relationship marketing.
Answer: Relationship marketing is when a company interacts with customers on a regular basis and gives them reasons to maintain a bond with the company over time.
Diff: 2
Objective: 1.4: Our motivations to consume are complex and varied.

67) The growth of the Internet has created _____.
A) segmentation strategies
B) consumption communities
C) behavioral processes
D) mass cultures
Answer: B
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

68) Facebook, Twitter, and Instagram are examples of _____.
A) local interaction
B) synchronous interaction
C) asynchronous interaction
D) horizontal interaction
Answer: B
Diff: 1
Objective: 1.5: Technology and culture create a new "always-on" consumer.

69) Which of the following is an example of C2C e-commerce?
A) RFID tags
B) Virtual brand communities
C) Database marketing
D) Green marketing
Answer: B
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

70) Which of the following is the best tool for consumer activists to use in efforts to make the public aware of unethical or questionable marketing behavior?
A) Web 2.0
B) B2C e-commerce
C) Economics of information
D) Compulsive consumption
Answer: A
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

71) A metropolitan area with a total population of more than 10 million people is called a(n) _____.
A) metro area
B) megacity
C) metroplex
D) developing economy
Answer: B
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.

72) A digital native is someone who _____.
A) grew up in a "wired" and highly networked area
B) uses alternate reality games frequently
C) participates in database marketing
D) belongs to a consumption community
Answer: A
Diff: 1
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

73) Which term refers to the online means of communication, conveyance, and collaboration among the interdependent and interconnected networks of people, communities, and organizations?
A) Open data partnership
B) Social media
C) Synchronous interaction
D) Asynchronous interaction
Answer: B
Diff: 1
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

74) The revolution in cyberspace has created a situation in which consumers can sell to other consumers in communities like Amazon. This is known as _____.
A) B2C e-commerce
B) C2C e-commerce
C) B2B e-commerce
D) consumption community
Answer: B
Diff: 1
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

75) Consumer to consumer cyber activity is called C2C e-commerce.
Answer: FALSE
Diff: 1
Objective: 1.5: Technology and culture create a new "always-on" consumer.

76) Texting back and forth with a friend is an example of asynchronous interaction.
Answer: FALSE
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Application of knowledge

77) Global consumer culture and popular culture are interchangeable terms.
Answer: FALSE
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.

78) Discuss the positive and negative consequences of today's culture of participation that is enabled by social media platforms.
Answer: In today's culture of participation, individuals can communicate with huge numbers of people with a click of a mouse. Information is no longer disseminated from a few sources; rather, it is generated by people and flows across people. People are free to interact with each other and build upon each other's ideas. People have far greater access to information than ever before. However, social media is not all positive. The hours people spend on Facebook or in virtual worlds often come at the expense of time spent working, studying, or being with family and friends. For many, it is difficult to balance real and virtual worlds.
Diff: 3
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

79) Describe a virtual brand community. Create an example of a new community that demonstrates the concept.
Answer: A virtual brand community is an online group of people from anywhere around the world who shares information about their experiences with a specific brand. One of the examples used in the text is The Hollywood Stock Exchange, a simulated entertainment stock market. Traders try to predict the four-week box office take from films. Student's examples should reveal how their proposed virtual brand community interacts, who the members might be, and what makes the interaction among customers special. This extension of the chat room is a special research opportunity for the marketer and consumer behavior specialist.
Diff: 2
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

80) Explain the term "social media."
Answer: Social media are online means of communication, conveyance, collaboration, and cultivation among interconnected and independent networks of people, communities, and organizations enhanced by technological capabilities and mobility.
Diff: 3
Objective: 1.5: Technology and culture create a new "always-on" consumer.
AACSB: Information technology

81) Researchers who argue that the field of consumer behavior should not be a "handmaiden to business" believe that consumer research should _____.
A) have a market-oriented focus
B) aim to apply knowledge to increasing profits
C) focus on understanding consumption for its own sake
D) be judged in terms of its ability to improve marketing practices
Answer: C
Diff: 3
Objective: 1.6: Many different types of specialists study consumer behavior.
AACSB: Analytical thinking

82) Positivism is sometimes called _____.
A) paradigm
B) modernism
C) westernism
D) none of the above
Answer: B
Diff: 1
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.

83) Another term for positivism is _____.
A) interpretivism
B) pluralism
C) modernism
D) postmodernism
Answer: C
Diff: 2
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.

84) A proponent of _____ would most likely to argue that our society emphasizes science and technology too much.
A) consumerism
B) positivism
C) modernism
D) interpretivism
Answer: D
Diff: 2
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.
AACSB: Analytical thinking

85) A consumer researcher who believes in the paradigm of _____ believes that human reason is supreme and that there is a single or objective truth that can be discovered by science.
A) fundamentalism
B) interpretivism
C) positivism
D) postmodernism
Answer: C
Diff: 2
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.
AACSB: Analytical thinking

86) The belief that meaning is not fixed but is instead constructed by each individual is part of the _____ paradigm.
A) positivist
B) pragmatic
C) interpretivist
D) consumerist
Answer: C
Diff: 2
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.
AACSB: Analytical thinking

87) A student of postmodernism is most likely to believe that the world in which we live is a(n) _____, or mixture of images.
A) alternate reality
B) paradigm
C) consumer space
D) pastiche
Answer: D
Diff: 1
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.
AACSB: Analytical thinking

88) George says that he sees everything as "black or white no in between." George would most accurately be characterized as a(n) _____.
A) positivist
B) collectivist
C) interpretivist
D) consumerist
Answer: A
Diff: 2
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.
AACSB: Application of knowledge

89) A basic set of assumptions underlying the dominant paradigm is a called positivism.
Answer: TRUE
Diff: 3
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.

90) A paradigm is a belief that guides an understanding of the world.
Answer: TRUE
Diff: 1
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.

91) A person who believes that science can fix or find a cure for anything most likely follows the philosophy of interpretivism.
Answer: FALSE
Diff: 3
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.
AACSB: Analytical thinking

92) Define the term "paradigm."
Answer: A paradigm is a set of beliefs that guide our understanding of the world.
Diff: 1
Objective: 1.7: There are many differing perspectives regarding how and what we should understand about consumer behavior.