

### **Chapter 3: UNDERSTANDING THE CONSUMER**

1. Customers evaluate service quality by comparing:

- A: Expectations with perceptions of service
- B: Actual needs with expectations of service
- C: Expectations with actual service
- D: Expectations with service needs
- E: Needs with perceptions of service

Answer: A

2. High quality service is associated primarily with:

- A: High service standards*
- B: Friendly staff*
- C: Exceeding expectations*
- D: High profile brands*
- E. Value for money*

Answer: C

3. Customer expectations are likely to:

- A: Vary less with experience*
- B: Remain consistent within a sector*
- C: Remain consistent over time*
- D: Change over time*
- E: All of the above*

Answer: D

4. Zeithaml, Berry and Parasuraman (1993) suggest three levels of expected service: desired, adequate and predicted service. A zone of tolerance is also suggested to exist:

- A: Once predicted service levels have already been met*

- B: Between the desired and adequate service levels*
- C: Between the adequate and predicted service levels*
- D: Between the desired and predicted service levels*
- E: After adequate services have been delivered*

Answer: B

5. A term used to describe service experiences deemed markedly superior to what was expected by a consumer is:

- A: Disconfirmation*
- B: Delight*
- C: Dissatisfaction*
- D: Admonition*
- E: Disbelief*

Answer: B

6. Blueprints are used:

- A: To describe critical service steps objectively*
- B: To define individual roles in service delivery*
- C: To identify each point of contact or service encounter*
- D: To analyze each contact point for potential problems*
- E: All of the above*

Answer: E

7. With today's trends toward commoditization and increasing price and quality parity, engaging with customers emotionally may be:

- A: Beyond the scope of the brand experience*
- B: Implemented as long as benefits exceed costs*
- C: An opportunity for brand differentiation*
- D: A minor element in overall service delivery*

*E: A means by which to mask service deficiencies*

Answer: C

8. Crosby and Johnson (2007) developed a brand-infused causal model of customer loyalty which hypothesizes that customer experiences shape brand associations that may ultimately influence customer loyalty through:

*A: Activating rational motivations*

*B: Heightening rational expectations*

*C: Heightening both motivations and expectations*

*D: Activating both rational and emotional motivations*

*E: Activating both motivations and expectations*

Answer: D

9. Global brands like Nike achieve higher-level bonds with customers beyond the rational and functional characteristics of their products by:

*A: Boosting corporate advertising budgets*

*B: Addressing basic human needs*

*C: Creating memorable customer experiences*

*D: Identifying unfilled market needs*

*E: Connecting with self-actualization needs*

Answer: E

10. Hofstede's (1980) initial set of four dimensions by which to conceptualize and identify cross-cultural differences were applied in a subsequent study by Markus and Kitayama (1991) who found that while people in North America and Western Europe are more likely to value being unique and self-assertion people in Asia, Africa, and Southern Europe are more likely to value belonging and self-restraint. This exemplifies:

*A: Individualism versus Collectivism*

*B: Power Distance*

*C: Uncertainty Avoidance*

*D: Masculinity*

*E: Long- Versus Short-Term Orientation*

Answer: A

11. Aspects of culture that are transmitted through non-verbal clues such as the ways in which people greet each other, are referred to as:

*A: Cultural emblems*

*B: Friendship signals*

*C: Physical signals*

*D: Symbolic gestures*

*E: Token gestures*

Answer: D

12. In one study on cross-cultural differences Smith (2006) examined emotional responses to negative service encounters and found that while United Kingdom respondents typically blamed the service employee, African respondents were more likely to also attribute blame to the consumer.

*A: True*

*B: False*

Answer: A

13. According to Pine and Gilmore (1998), when a company intentionally uses services as the stage, and goods as props to engage individual customers in a way that creates a memorable event, this may be referred to as:

*A: A distinct memory*

*B: A servicescape*

*C: A service experience*

*D: Customer service mastery*

*E: Brand-infused moments*

Answer: C

14. Which of the following is not a key global consumer trend:

*A: Demand for convenience and speed*

*B: Demand for service quality*

*C: Demand for ethical products*

*D: Demand for customized products*

*E: Demand for technology*

Answer: E

15. Customer demand for convenience can be seen to have impacted transportation through an increase in

*A: Drive-through sales for restaurants*

*B: Self check-in terminals at airports*

*C: Priority access to amusement park rides*

*D: Shorter lines and waiting times at airports*

*E: Motor-way express lanes in general*

Answer: B