

## Chapter 9: THE IMPACT OF TECHNOLOGY ON CUSTOMER SERVICE

1. GPS-based advertising targets customers:

- A: In their homes*
- B: In specific locations*
- C: In specific age demographics*
- D: In specific income brackets*
- E: All of the above*

Answer: B

2. Especially pertinent for branding and marketing strategies, new technologies and the internet have fundamentally altered the ways in which:

- A: Financial transactions take place*
- B: Reservations and bookings are made*
- C: Management decisions are made*
- D: Communication takes place*
- E. Corporate accounts are managed*

Answer: D

3. According to Keller (2009), traditional approaches to branding which emphasize mass media techniques are not as effective in marketplaces where customers:

- A: Share information through social networks*
- B: Have online access to information on brands*
- C: Have online access to information on companies*
- D: Have online access to product information*
- E. All of the above*

Answer: E

4. In the new media environment, consumers have greater control with respect to:

*A: Media selection*

*B: Payment methods*

*C: Brand selection*

*D: Product sources*

*E. All of the above*

Answer: A

5. There were an estimated two billion internet users in 2011. Much of the current and future growth in internet use is coming from:

*A: Middle-class expansion in the United States*

*B: Falling prices in computers and related technologies*

*C: Populous countries like India and Brazil*

*D: Smartphone sales worldwide*

*E: Government programs in third-world countries*

Answer: C

6. A model of consumer behavior whereby a large number of potential brands are methodically narrowed until a final choice is made is called a:

*A: Purchase pyramid*

*B: Selection model*

*C: Selection ladder*

*D: Purchase funnel*

*E: Check box model*

Answer: D

7. The four stages of the Consumer Decision Journey model as proposed by Court et al. (2009) include each of the following stages EXCEPT:

*A: Enjoy, advocate, bond*

*B: Resell*

*C: Evaluate*

*D: Buy*

*E: Consider*

Answer: B

8. Which of the following terms is used to describe a new reality whereby marketers have to compete for shoppers' attention online long before a purchase decision is made:

*A: Zero Moment of Truth*

*B: Consumer Decision Journey*

*C: E-servicescapes*

*D: Attention Grabbers*

*E: Consumer-focused Marketing*

Answer: A

9. Besides attractive and easy to search web pages, research indicates that websites should offer which of the following:

*A: Frequent information updates*

*B: Hyperlinks to referenced websites*

*C: Personal account information*

*D: Interactivity and entertainment*

*E: Easily referenced contact information*

Answer: D

10. Harris and Goode (2010) suggest that websites with high aesthetic appeal, layout and functionality as well as financial security, positively impact trust and ultimately purchase intention. A website aesthetic appeal would include which of the following:

*A: Ease of payment*

*B: Usability*

*C: Originality of Design*

*D: Interactivity*

*E: Customization*

Answer: C

11. Social media campaigns like VisitBritain that targeted Generation Y in the USA, Canada and Australia are being used at the Consideration stage of the Consumer Decision Journey to:

*A: Connect brand community members*

*B: Increase internet traffic to pertinent websites*

*C: Increase positive word-of-mouth post-purchase*

*D: Promote sales among younger users*

*E: Promote specific features of a destination*

Answer: B

12. Online purchases for the travel sector account for approximately how much of all global e-commerce activity:

*A: 1/3*

*B: 1/2*

*C: 3/4*

*D: 1/4*

*E: 1/5*

Answer: A

13. The post-purchase stage of the Consumer Decision Journey in an online environment may be characterized by:

*A: Targeted promotions*

*B: Low consumer interest*

*C: Few online touch points*

*D: Deeper brand connections*

*E: Little consumer-product interaction*

Answer: D

14. As the delivery of service is increasingly achieved through electronic channels, both advantages and disadvantages are apparent. Which of the following represents a DISADVANTAGE:

*A: Wide distribution*

*B: Privacy and ethical issues*

*C: Consistent delivery*

*D: Low cost*

*E: Quick customer feedback*

Answer: B

15. Online price-comparisons represent which of the following:

*A: A distinct advantage for tourism marketers*

*B: A distinct disadvantage for tourism marketers*

*C: A hurdle to customer-driven pricing strategies*

*D: A deterrent to completing online travel transactions*

*E: A hurdle to customer satisfaction with purchase decisions*

Answer: B