**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. Yuval Noah Harari believes that the pandemic can only accelerate the world of:

*A: Shared information through social networks*

*B: Customer complaints*

*C: Online access to information on companies*

*D: Online food ordering*

*E. Automation*

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. COVID-19 restrictions forced many restaurants and bars to come up with creative ideas to serve customers using technology. What was the name of the virtual bar service set up in Japan?

*A: Ikitsuke virtual bar service*

*B: Japanese izakaya*

*C: Online in Japan*

*D: Smartphone japan*

*E: Tokyo virtual bar service*

Answer: A

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 the World Travel & Tourism Council’s TogetherInTravel campaign 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. A recent study by Netomi (2021) found that out of 3,000 of the world’s travel and hospitality companies, what percentage had Twitter profiles?

*A: 46%*

*B: 38%*

*C: 12%*

*D: 78%*

*E: 10%*

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