**Chapter 4**

**Multiple choice questions**

The exchange process that emphasises value found through longer term relationships is known as:

Transactional exchange

Transformative exchange

Collaborative exchange

Financial exchange

**2**  When consumers are active participants in the creation of consumer offerings, they are known as:

Co-consumers

Prosumers

Retailers

Voluntary simplifiers

**3** Which of the following terms is not a stage within the Consumer Decision-making Process (CDM):

Evaluation of alternatives

Problem recognition

Choice

Idea generation

**4** Expectancy theory suggests that individuals:

Set the criteria required for the achievement of outcomes

Respond primarily to biological imperatives

Seek conflict

Rely upon other people to confirm the effectiveness of their decisions.

**5** Which of the following is not a motivational conflict:

Approach-Approach

Avoid-Avoid

Approach-Avoid

Approach-Expect

**6** An instrumental value is:

A person’s desired end state

A desire to act alone

The action based values needed to achieve an end state

A desire to act as part of a group

**7**  Adopting a Means-End Conceptualisation of the Components of Advertising Strategy (MECCAs) enables marketers to:

Create multiple marketing communications formats

Not worry about consumers’ expectations of offerings

Prioritise those message components most relevant to the audience

Link advertisements together in a sequence.

**8** Involvement antecedents include ‘Person’ factors, ‘Situational’ factors and which other factor?

Subject

Object

Outcome

Alternative

**9**  Within consumer involvement theory, inertia is characterised by:

Higher level cognitive processing of information

Emotional connection with consumer objects

Absence of considered engagement with choices

Reversal of decisions

**10**  According to Whiting and Williams (2013), which factors are essential if consumers are to value social media environments?

Self-presentation

Self-disclosure

Visibility to others

All the above

**Answers**

1 c); 2 b); 3 c); 4 a); 5 d); 6 c); 7 c); 8 b); 9 c); 10 d)