Assignment 7

Due on 2020-03-16, 23:59:07

1. The evoked set is often referred to as the list of brands or reference models of a particular brand, from which the consumer is likely to choose the best rated one for further evaluation.
   a. True
   b. False

2. A major influence that is assumed to be made without prior planning or thought is known as habituation or habitual decision making.
   a. True
   b. False

3. Problem recognition is the realization by the consumer that there is a difference between the present and desired states of satisfaction.
   a. True
   b. False

4. In the conjoint absolute risk, consumers establish a minimum point of cut-off for each product. If any brand falls below the cut-off point in none of the selected attributes, it is dismissed from the choice set.
   a. True
   b. False

5. When two or more basic choice rules are used to derive a more choice rule (e.g., conjunction—conjunction), it is known as a disjunctive dominance rule.
   a. True
   b. False

6. Market winners are distinguished from other options because even though they win, they are not too much from product knowledge but more from general awareness or market awareness that allows them to develop an early advantage about a broader range of core products and services.
   a. True
   b. False

7. The complex buying decision involves the high involvement, unfamiliar, expensive, and/or adequately, bought products.
   a. True
   b. False

8. The overall quality of the product/service, perceived by the customer, should be an upper bound on its true customer value.
   a. True
   b. False

9. The traditional models of consumer decision-making are mostly the behavioral models while the contemporary models are the economic models.
   a. True
   b. False

10. The product attributes, local influence groups, and the families are the main multidimensional factors that affect the consumer's buying decisions.
    a. True
    b. False