**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 a cross-cultural study by Medallia (2015), it was the French that gave higher satisfaction scores than any other country in Europe.

*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 robots*

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