

***Marketing for Tourism Hospitality and Events A
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Chapter 2: Understanding Today's Consumer

1. Charie Locke is the owner of which ski resort in Canada?

- a. Lake Louise
- b. Banff Mount Norquay
- c. Sunshine village
- d. Whisteler

Ans: A

2. What three aspects compose consumer behaviour analysis?

- a. consumer motivations, consumer studies, and consumer patterns
- b. consumer typologies, consumer motivations, and the consumer purchasing process
- c. consumer patterns, consumer typologies, and the consumer purchasing process
- d. consumer motivations, consumer studies, and consumer typologies

Ans: B

3. Which of the following statements is accurate regarding motivations?

- a. they are inner drives that cause people to take action to satisfy their needs
- b. Maslow created a hierarchy to categorize motivations
- c. motivations have a direct influence on consumer behavior
- d. both a and c are correct

Ans: D

4. Which of the following statements is NOT accurate?

- a. Beliefs are ingrained feelings towards aspects of life and are more difficult to change than attitudes
- b. Factors influencing motivation and purchase include learning, beliefs and attitudes, and perception
- c. Learning is formed through past experiences which develop into a mental inventory of expectations
- d. Perception is shaped by information that people filter and then retrieve

Ans: A

5. Choosing to interpret different stimuli in different ways, often ignoring some factors while enhancing others, is known as:

- a. selective distortion
- b. significative stimuli
- c. a mind-picture
- d. selective perception

Ans: D

6. How is culture transmitted?

- a. mental programming
- b. symbolic gestures
- c. the spoken and written word
- d. b and c

Ans: D

7. Which of the following statement is TRUE about the senior market?

- a. the senior market is tied to seasonal travel due to reduced mobility
- b. involves longer trips
- c. is wedded to midweek or weekend travel
- d. it is not a lucrative market

Ans: B

8. A recent study from the London School of Economics identified a new model of class with seven classes. Which of the following is NOT one of them?

- a. elite
- b. precariat
- c. traditional upper class
- d. traditional working class

Ans: C

9. Lifestyle analysis examines the way people allocate:

- i. activities
 - ii. time
 - iii. energy
 - iv. money
- a. i, ii, and iv only
 - b. ii, iii, and iv only
 - c. iii and iv only
 - d. i and ii only

Ans: B

10. What is the concept of the family life cycle based on?

- a. the premise that travel patterns and destinations vary as people live together
- b. the premise that when people live together their way of life changes
- c. the study of non-nuclear families
- d. none of the above

Ans: B

11. When it comes to marketing plans, the X Games is heavily weighted towards:

- a. social media and online advertising
- b. sponsorships
- c. print advertising
- d. product placements

Ans: A

12. Which of the following statements is FALSE concerning Plog's tourist motivation model?

- a. Plog found that the majority of the population was psychocentric
- b. psychocentrics prefer familiar destinations, packaged tours, and "touristy" areas
- c. Plog's theory has been criticized as being difficult to apply
- d. it has two dimensions: allocentrism/psychocentrism and energy

Ans: A

13. Which of the following classifications of tourists was NOT proposed by Cohen?

- a. the individual mass tourist
- b. the drifter
- c. the roamer
- d. the organized mass tourist

Ans: C

14. What are the three levels of commitment in the buying process?

- a. truncated, extended, and habitual
- b. extended problem solving, habitual problem solving, and limited problem solving
- c. habitual, limited, and unlimited
- d. extended, limited, and unlimited

Ans: B

15. Role adoption will also influence the buying process. Which of the following is NOT one of those roles?

- a. decider
- b. searcher
- c. initiator
- d. buyer

Ans: B

16. In order to close a sale within a business-to-business market, it has been argued that the supplier has to identify and satisfy all _____ in the decision-making unit.

- a. groups
- b. deciders
- c. buyers
- d. stakeholders

Ans: D

17. Which of the following are trends or demands in consumer behavior that are currently influencing tourism and hospitality marketing?

- a. ethical consumption
- b. customization, convenience, and speed
- c. wellness
- d. all of the above

Ans: D

18. Which of the following statements is TRUE?

- a. two trends are emerging: the desire for personalized service and the desire for highly specialized trips
- b. travel agents and tour operators have been slow to react to the changing needs of customers in regards to customization
- c. requests for customized and personalized vacations are rising
- d. both a and c

Ans: D

19. In the case study, “Hotels Responding to ‘Bleisure’ Trend”, which of the following companies are seen to be responding to this trend?

- a. Pullman
- b. Westin
- c. The Sanctuary
- d. All of the above

Ans: D

20. “Bleisure” refers to the fact that:

- a. The lines between business and leisure travel are becoming increasingly distinct
- b. The lines between business and leisure travel are becoming increasingly blurred
- c. The lines between female business and leisure travel are becoming clearer
- d. Business travelers are taking less holidays

Ans: B