

NAME: \_\_\_\_\_

**Carefully read each statement below. Write “T” on the line if you think the statement is TRUE. Write “F” on the line if you think the statement is FALSE. If you consider any statement to be FALSE, justify your answer.**

- \_\_\_\_\_ 1. Holistic consumers are more likely to behave reflectively since they process the information step by step.
- \_\_\_\_\_ 2. A hedonic model describes the relationship between price and consumers' choices.
- \_\_\_\_\_ 3. An evoked set includes all the products/brands about which consumers have received information.
- \_\_\_\_\_ 4. The dynamic aspect of personality shows the psychological core, which can only be inferred through behaviors.
- \_\_\_\_\_ 5. In the Classical Conditioning Theory, when the reinforcement is removed the CR (Conditioned Response) gradually increases its effect.
- \_\_\_\_\_ 6. Rituals are socially standardized sequences of actions that are periodically repeated, provide meaning and involve the use of cultural symbols.
- \_\_\_\_\_ 7. Following the theory of reasoned action, attitudes change subjective norm and the former directly affect behaviors.
- \_\_\_\_\_ 8. One of the functional benefits of the word-of-mouth process is that the receiver increases his/her level of cognitive dissonance.
- \_\_\_\_\_ 9. Relatedness in the ERG theory corresponds to Maslow's social needs of companionship and esteem.
- \_\_\_\_\_ 10. Social class is a subjective phenomenon resulting from judgments of the social position that a person occupies.