

# Consumer Behavior (10th Edition)

Chapter 7, Problem 4DQ

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## Step-by-step solution

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(a)

### Six pack of G:

Buying Gatorade is related to classical conditioning as G is well known sports drink for energy hydration and recovery.

Classical conditioning in a consumer's behavior context refers to unconditioned stimulus which consists of a well known brand symbol which implies superiority or trouble free operations. As here the consumer is buying it because of brand association thus it is a classical conditioning form of buying.

Comment

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(b)

### Purchase preference at D store:

It is an example of observational and classical conditioning buying behavior as this is well known brand in jeans and used widely by customers. Thus, when a consumer observes others wearing this brand and finds it comfortable he/she would also buy the same. Thus it is an observational learning and classical conditional buying behavior.

Comment

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(c)

### Digital camera for the first time:

It is an example of instrumental conditioning where the stimulus results in most satisfactory response. Here, learning occurs through a trial and error process. As the consumer is purchasing camera for the first time he might use the trial and error process to analyze the reward received from the purchase.

Comment

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(d)

### Buying a new car:

Buying a new car involves a lot of financial risk thus a consumer applies cognitive learning. Cognitive learning helps in solving a problem and also provides some control over their environment to the buyer. Consumer will do a lot of research before purchasing the vehicle as it involves huge investment.

Comment

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(e)

Hence the probability that a box contain of cereal contain less than 100 calories per serving, between 90 and 110 calories per serving and more than 120 calories per serving is  $[0.18]$ ,  $[0.28]$  and  $[0.07]$  respectively.

Comment

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### Conclusion

All the points are not controlled within the limits and process is not well controlled.

Comment

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c) There has been variability in the process which resulted in all the points not being controlled. The mean of the process was also out of control. The Range is well controlled over the limit but Mean has been out of control.

Comment

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e.

This program tests the various operations on the class rectangleType.

```
// Header files
#include "rectangleType.h"
#include <iostream>
using namespace std;

// start main function
int main()
{
    // test the constructors
    rectangleType r1(2, 3);
    rectangleType r2, r3;

    // test the << operator
    cout << "Rectangle1: " << r1 << endl;

    // test the getLength and the getWidth functions
    double length = r1.getLength();
    double width = r1.getWidth();

    // test the setDimension function
    r2.setDimension(length, width);
    cout << "Rectangle2 : " << r2 << endl;

    //checking the relations of rectangle1 and rectangle2
    // test the == operator
    if(r1 == r2)
        cout << "Rectangle1 is equal to Rectangle2."
        << endl;
    else
        cout << "Rectangle1 is not equal to Rectangle2."
        << endl;

    // test the ++ operator
    r1++;
    cout << "Incrementing the length and width of
    rectangle1 by one unit..." << endl;
    cout << "Now rectangle1: " << r1 << endl;

    // test the != operator
    if(r1 != r2)
        cout << "Now Rectangle1 is not equal to
        Rectangle2." << endl;
    else
        cout << "Now Rectangle1 is equal to Rectangle2."
        << endl;

    // test the > operator
    if(r1 > r2)
        cout << "Rectangle1 is greater than Rectangle2."
        << endl;
    else
        cout << "Rectangle1 is not greater than
        Rectangle2." << endl;

    // test the -- operator
    r1--;
    cout << "Decrementing the length and width of
    rectangle1 by one unit...(Two times)" << endl;
    cout << "Now rectangle1: " << r1 << endl;

    // test the <= operator
    if(r1 <= r2)
        cout << "Rectangle1 is lesser than or equal to
        Rectangle2." << endl;
    else
        cout << "Rectangle1 is greater than Rectangle2."
        << endl;

    // test the - operator
    if(r1 >= r2)
    {
        r3 = r1 - r2;
        cout << "Subtracting length and width of
        rectangle2 from rectangle1..." << endl;
    }
    else
    {
        cout << "Subtracting length and width of
        rectangle1 from rectangle2..." << endl;
        r3 = r2 - r1;
    }
    cout << "Rectangle3: " << r3 << endl;

    // pause the system for a while
    system("pause");
    return 0;
} // end main function
```

Comment

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### Sample Output:

Rectangle1: Length = 2; Width = 3  
Rectangle2: Length = 2; Width = 3  
Rectangle1 is equal to Rectangle2.  
Incrementing the length and width of rectangle1 by one unit..  
Now rectangle1: Length = 3; Width = 4  
Now Rectangle1 is not equal to Rectangle2.  
Rectangle1 is greater than Rectangle2.  
Decrementing the length and width of rectangle1 by one unit...(Two times)  
Now rectangle1: Length = 1; Width = 2  
Rectangle1 is lesser than or equal to Rectangle2.  
Subtracting length and width of rectangle1 from rectangle2..  
Rectangle3: Length = 1; Width = 1

Comment

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### Histogram, Polygon and Box plot of closing prices of the Walmart Company

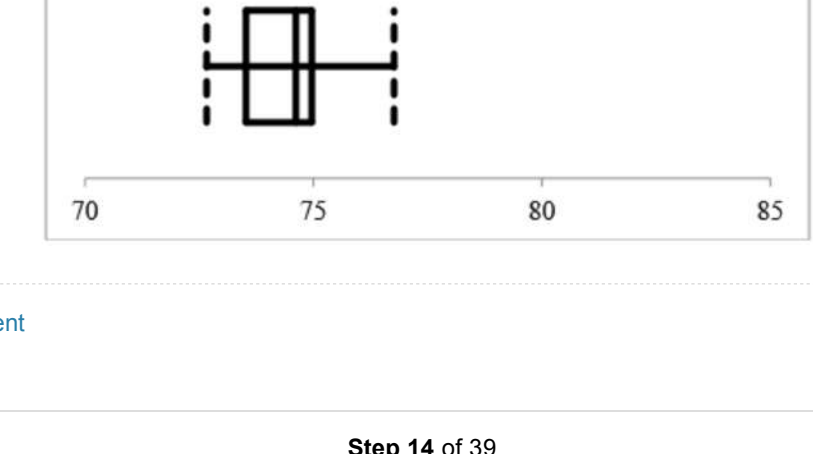
To draw histogram, polygon and box plot follow the same procedure given above. The histogram is given below.



Comment

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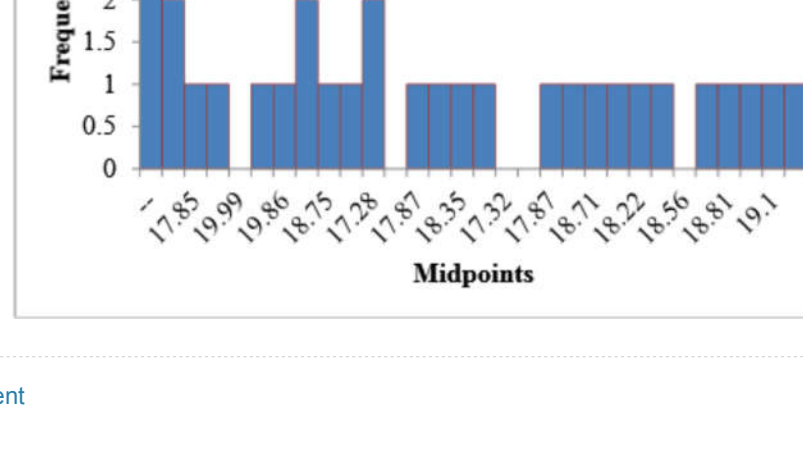
The polygon is given below.



Comment

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The box plot is given below.

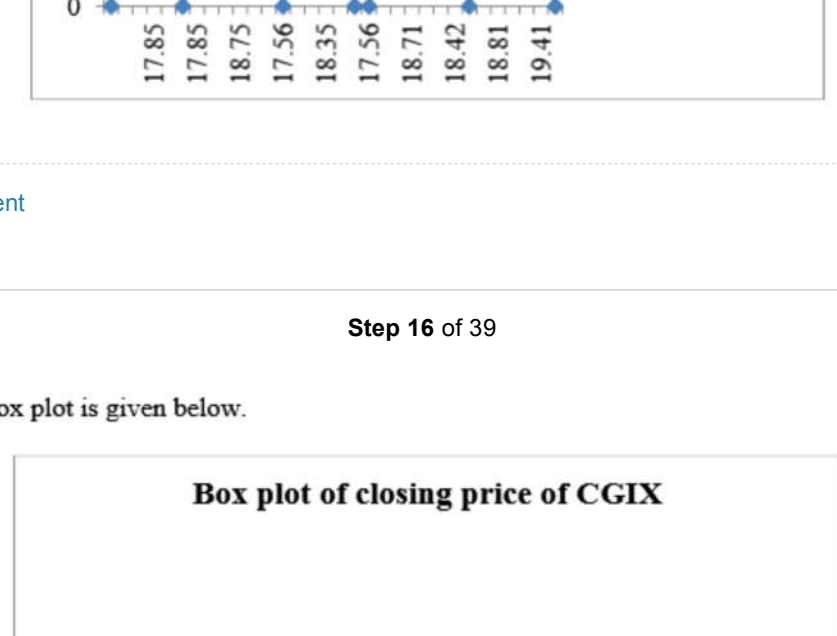


Comment

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### Histogram, polygon and Box-plot of closing prices of the CGIX Company

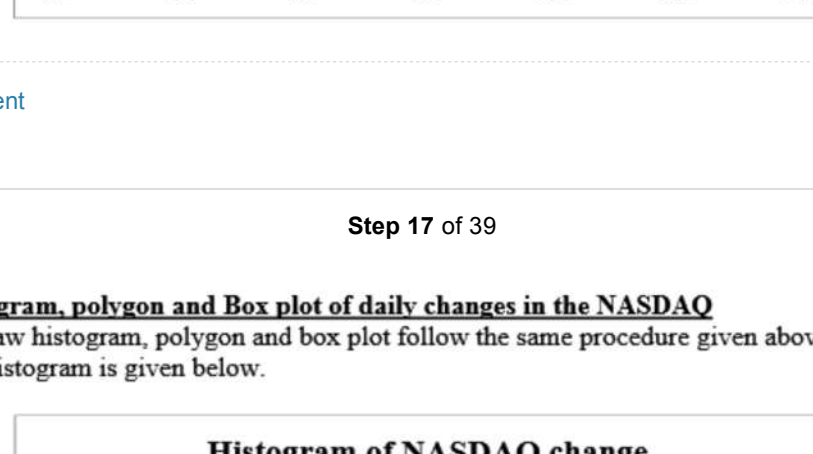
To draw histogram, polygon and box plot follow the same procedure given above. The histogram is given below.



Comment

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The polygon is given below.



Comment

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The box plot is given below.

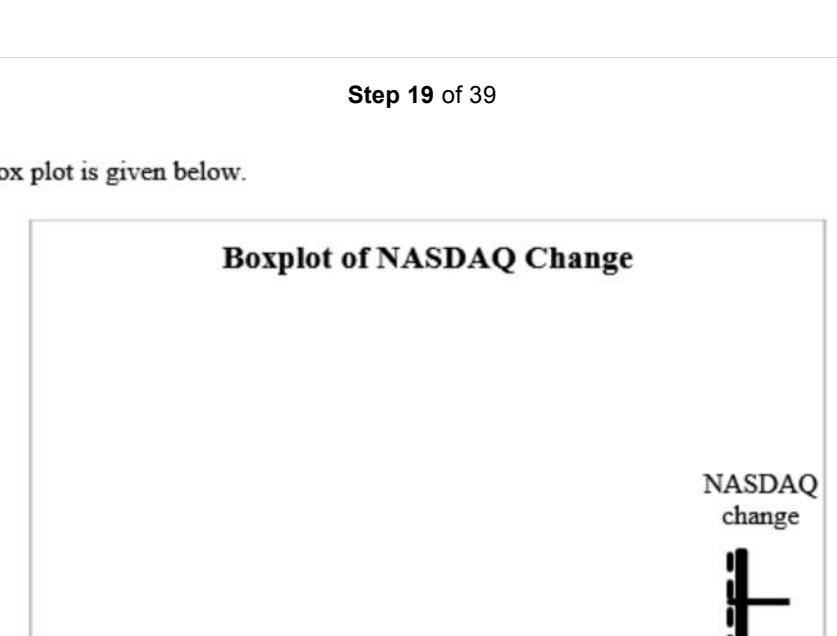


Comment

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### Histogram, polygon and Box plot of daily changes in the NASDAQ

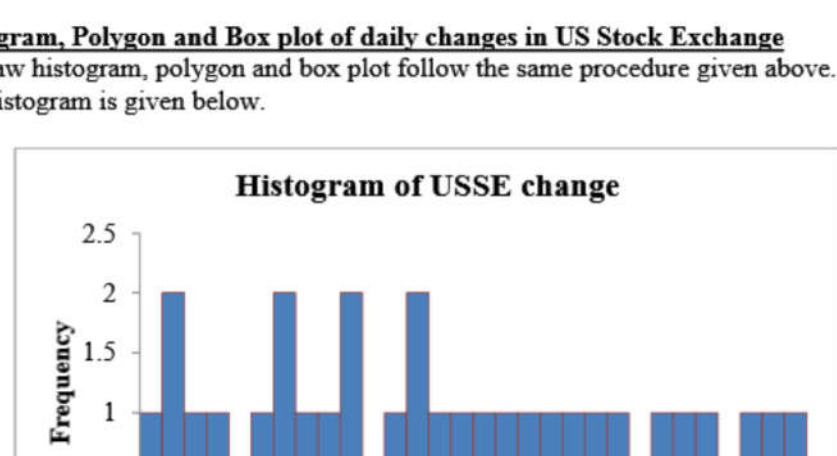
To draw histogram, polygon and box plot follow the same procedure given above. The histogram is given below.



Comment

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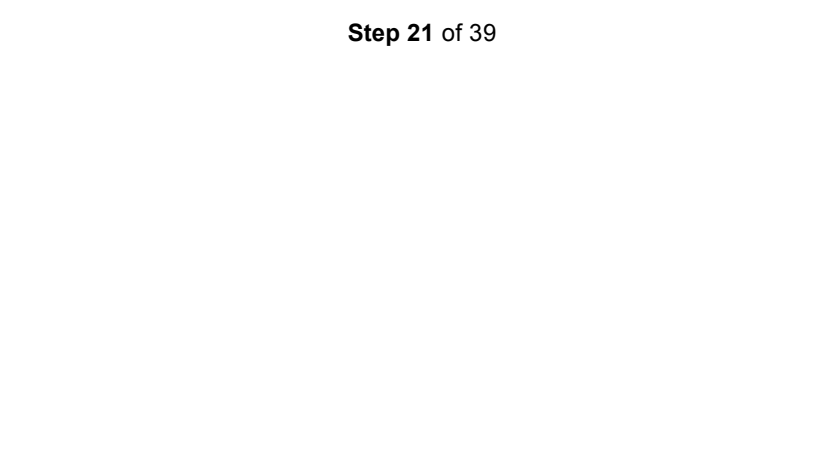
The polygon is given below.



Comment

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The box plot is given below.



Comment

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### Histogram, Polygon and Box plot of daily changes in US Stock Exchange

To draw histogram, polygon and box plot follow the same procedure given above. The histogram is given below.



Comment

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