1. Assume you are the marketing manager for a cruiseline. For most consumers, taking a cruise represents a high-involvement purchase. What are the implications of high involvement for decisions relating to the product and its features, its price, and its promotion?

2. How would you classify the following products/services in terms of the extent of involvement? How would your "classification" affect your recommendations regarding what pricing, distribution, and promotion decisions to make?
a. Frozen vegetables
b. Banking services
c. Tennis racquet
d. Toothpaste
e. Color TV sets
f. Lawn service

3. Think back to a recent purchase you made involving a product or service costing more than $100 (e.g., a major article of clothing or a stereo). Using the framework outlined in Exhibit 5.3 and discussed in the chapter, describe the decision process involved in making your purchase. What motivated your purchase? What were your thoughts at each stage in the decision process? What activities were involved? For discussion of this issue, consider the purchase of a new color printer for use with your computer.

4. With regard to the purchase of a new color printer, what kinds and sources of information would you use? If others seek out similar kinds and sources of information, what are the implications of your information search process in the design of a marketing program for a color printer?

5. As a marketing manager for a soft-drink company, you know that such a drink is a low-involvement purchase for most consumers. How might you try to increase consumers' involvement with your product (brand) to increase their loyalty and reduce brand switching?

6. Based on the attitudes toward the three different cruises summarized in Exhibit 5.9 and assuming that a major segment of consumers hold attitudes similar to those of Paul MacDonald, what actions could you, as marketing manager for Cruise A, take to improve consumers' attitudes toward your cruise?

7. Assume that Paul MacDonald does not use a compensatory model in making his decision but a noncompensatory one—either a lexicographic or disjunctive one. How would his decision as to which cruise line to use change if he used a lexicographic model versus a compensatory one? A disjunctive one?

8. Information about the success rate (percentage of deaths) of various hospitals in a given geographical area for certain kinds of treatment (e.g., heart bypass surgery) is becoming available. What precautions would you suggest a prospective hospital patient take in making a decision based on such statistical information?