
Consumer Behavior

1. Which of the following is not one of the main influences on consumer behavior?

- A) Psychological
- B) Cultural
- C) Economic cycles
- D) Social

2. The term "motivation" in consumer behavior refers to:

- A) A reward system used by retailers
- B) The drive that causes a person to act to satisfy a need
- C) Emotional branding by companies
- D) How consumers justify poor choices

3. According to Maslow's Hierarchy of Needs, which of these needs is considered the highest?

- A) Esteem
- B) Safety
- C) Social
- D) Self-actualization

4. Which of the following is an example of social influence on consumer behavior?

- A) A customer comparing prices online
- B) Buying a product recommended by a close friend
- C) Recalling an advertisement
- D) Analyzing product quality

5. A person who provides information and advice that influences others' buying decisions is known as:

- A) A distributor
- B) A brand manager
- C) An opinion leader
- D) A price setter

6. The process a buyer goes through when making a purchase decision begins with:

- A) Evaluation of alternatives
- B) Purchase decision
- C) Problem recognition
- D) Post-purchase behavior

7. What is cognitive dissonance in consumer behavior?

- A) Repeated brand exposure
- B) Post-purchase regret or conflict

Consumer Behavior Multiple Choice Questions And Answers

K Morrison



Consumer Behavior Multiple Choice Questions And Answers:

Reviewing **Consumer Behavior Multiple Choice Questions And Answers**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Consumer Behavior Multiple Choice Questions And Answers**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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