
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

**Ricky W. Griffin, Ronald J. Ebert, Martha
Laham**

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- 2 Consumer Behaviour
- 3 Personal and Psychological Factors Affective Consumer Behaviour
- 4 Influence of Culture on Consumer Behaviour
- 5 Social Factors Influence on Consumer Behaviour
- 6 Consumer Decision Making Process
- 7 Consumer Decision Making Models
- 8 Concept of Motivation
- 9 Involvement of Consumer

NEP Fundamentals of Marketing B.Com. IVth Sem Dr. F. C. Sharma, 2023-10-08

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- 5 Market Segmentation
- 6 Product and Product Mix
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- 15 Publicity and Public Relations
- 16 Distribution Types and Selection of Channels
- 17 Wholesaler and Retailer
- 18 Recent Developments in Marketing Social Marketing Online Marketing Direct Marketing Service Marketing Green marketing Relationship Marketing and Rural Marketing

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Learning Aid for Use with Essentials of Marketing William D. Perreault, 1999-11-09 This study guide contains chapter quizzes key terms and additional exercises to help the students to gain a deeper understanding of the Essentials of Marketing

CLEP General and Subject Examinations Educational Testing Service, 1980

Basic Marketing Learning Aid William D. Perreault, Jr., Perreault, 1998-10 This guide contains chapter quizzes key terms and additional exercises to help the student gain a deeper understanding of the principles of Basic Marketing The Learning Aid consists of a variety of self study aids and experiential exercises designed to deepen a student s problem solving skills in marketing

Consumer Behavior William D. Wells, David Prensky, 1996-01-31 This book illustrates the real behavior of everyday consumers and shows how marketers consumer activists and public officials influence that behavior It is organized around an underlying framework that reflects the way marketers look at consumers

Steps to Reading Proficiency Anne G. Phillips, Peter Elias Sotiriou, 1982

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