

206- Consumer Behaviour

1. What is the primary focus of consumer behavior?

- a. Analyzing advertising strategies
- b. Understanding the psychology of consumers
- c. Improving product quality
- d. Enhancing market share

Answer: b. Understanding the psychology of consumers

2. How is market segmentation used in consumer behavior?

- a. To create more products
- b. To categorize consumers based on demographics
- c. To identify changing patterns in consumer behavior
- d. To reduce competition

Answer: c. To identify changing patterns in consumer behavior

3. What role do the Internet and e-commerce play in consumer behavior?

- a. They have no impact
- b. They decrease consumer choices
- c. They revolutionize the consumer marketplace
- d. They limit information availability

Answer: c. They revolutionize the consumer marketplace

4. How does the evolving Indian economy impact consumer behavior?

- a. It has no impact
- b. It leads to reduced purchasing power
- c. It influences changing patterns in consumer behavior
- d. It only affects organizations as buyers

Answer: c. It influences changing patterns in consumer behavior

5. What is a significant application of new trends in consumer behavior in marketing?

- a. Reducing competition
- b. Enhancing brand loyalty
- c. Improving production efficiency
- d. Tailoring marketing strategies

Answer: d. Tailoring marketing strategies

6. What is the focus of Consumer Personality?

- a. Product design
- b. Advertising concepts
- c. Individual characteristics influencing behavior
- d. Market segmentation techniques

Answer: c. Individual characteristics influencing behavior

7. Which component is part of Consumer Learning?

- a. Emotional responses
- b. Cognitive learning theory
- c. Market segmentation
- d. Personality traits

Answer: b. Cognitive learning theory

8. What does Consumer Perception involve?

- a. Understanding cultural influences
- b. Evaluating brand personality
- c. Exposure to stimuli and factors that distort perception
- d. Analyzing market potential

Answer: c. Exposure to stimuli and factors that distort perception

9. How are Consumer Attitudes related to beliefs and behavior?

- a. They are unrelated
- b. Attitudes determine beliefs
- c. Beliefs shape attitudes, feelings, and behavior
- d. Behavior shapes attitudes and beliefs

Answer: c. Beliefs shape attitudes, feelings, and behavior

10. What is the overview of Motivational Theories in Consumer Motivation?

- a. They focus on pricing strategies
- b. They analyze market potential
- c. They explore needs, goals, and arousal
- d. They determine consumer perceptions

Answer: c. they explore needs, goals, and arousal

11. What is the concept of Culture in Cultural Influences on Consumer Behavior?

- a. It only relates to fine arts
- b. It has no impact on consumer behavior
- c. It includes shared values and behaviors
- d. It only applies to individual preferences

Answer: c. It includes shared values and behaviors

12. What is the AIO classification of Lifestyle used for?

- a. Determining personality traits
- b. Analyzing consumer perception
- c. Classifying social classes
- d. Understanding lifestyle and group influences

Answer: d. Understanding lifestyle and group influences

13. How does Social Class influence consumer behavior in India?

- a. It has no influence
- b. Only influences urban consumers
- c. Influences both urban and rural consumers
- d. Only influences rural consumers

Answer: c. Influences both urban and rural consumers

14. What is the Diffusion Process in Diffusion of Innovation?

- a. It involves marketing strategies
- b. It is the adoption of new ideas by consumers
- c. It determines consumer personality
- d. It impacts social class

Answer: b. It is the adoption of new ideas by consumers

15. What are Factors Affecting the Diffusion of Innovation?

- a. Economic factors only
- b. Cultural and social factors
- c. Individual personality traits
- d. Organizational buying patterns

Answer: b. Cultural and social factors

16. What is the first stage in the Consumer Decision Making Process?

- a. Post-purchase evaluation
- b. Problem recognition
- c. Search and evaluation
- d. Purchasing process

Answer: b. Problem recognition

17. What is the focus of Search & Evaluation in the decision-making process?

- a. Identifying problem recognition

- b. Analyzing post-purchase behavior
- c. Gathering information and evaluating options
- d. Assessing situational influences

Answer: c. Gathering information and evaluating options

18. Why do people shop according to the Purchasing Process?

- a. To reduce social influences
- b. To fulfill needs and goals
- c. To avoid post-purchase dissonance
- d. To decrease situational influences

Answer: b. To fulfill needs and goals

19. What does Post-purchase Evaluation focus on?

- a. Problem recognition
- b. Consumer satisfaction, dissatisfaction, and delight
- c. The purchasing process
- d. Consumer attitudes

Answer: b. Consumer satisfaction, dissatisfaction, and delight

20. What are types of Consumer Decision Models?

- a. Only cognitive models
- b. Nicosia Model, Howard-Sheth Model, Engel, Blackwell, Miniard Model
- c. Only emotional models
- d. Only situational models

Answer: b. Nicosia Model, Howard-Sheth Model, Engel, Blackwell, Miniard Model

21. What characterizes Organizational Buyer Characteristics?

- a. Individual consumer behavior
- b. Group influences on organizations

- c. Organizational purchase patterns
- d. Emotional influences on organizations

Answer: c. Organizational purchase patterns

22. What influences Organizational Buyer Decision Process?

- a. Only individual characteristics
- b. Only cultural influences
- c. A combination of factors including individual, cultural, and social
- d. Only organizational buying patterns

Answer: c. A combination of factors including individual, cultural, and social

23. What is the role of Organizational Buying Roles?

- a. Determining individual personality
- b. Analyzing organizational buying patterns
- c. Identifying key decision-makers in organizations
- d. Assessing group influences in organizations

Answer: c. identifying key decision-makers in organizations