

Consumer Behaviour MCQs [set-2]

26. According to the stimulus-response model of buyer behavior (as presented in your text), the place where consumers process marketing stimuli prior to making purchase decision is called the:

- A. consumer's value chain.
- B. consumer's cognitive schema.
- C. consumer's black box. .
- D. consumer's thoughts-emotions network.

Answer: C

27. Consumer purchases are influenced strongly by cultural, social, personal, and:

- A. psychographic characteristics.
- B. psychological characteristics. .
- C. psychometric characteristics.
- D. supply and demand characteristics.

Answer: B

28. _____ is the most basic cause of a person's wants and behaviors.

- A. culture .
- B. social class
- C. personality
- D. lifestyle

Answer: A

29. Marketers are always trying to spot _____ in order to discover new products that might be wanted.

- A. opinion graphers
- B. dissonant groups
- C. cultural shifts .
- D. benchmarks

Answer: C

Mcq On Consumer Behavior Hawkins

KJ Lindholm-Leary



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