

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

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BM King



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Table of Contents Mcq On Consumer Behavior Hawkins

1. Understanding the eBook Mcq On Consumer Behavior Hawkins
 - The Rise of Digital Reading Mcq On Consumer Behavior Hawkins
 - Advantages of eBooks Over Traditional Books
2. Identifying Mcq On Consumer Behavior Hawkins
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Mcq On Consumer Behavior Hawkins
 - User-Friendly Interface
4. Exploring eBook Recommendations from Mcq On Consumer Behavior Hawkins
 - Personalized Recommendations
 - Mcq On Consumer Behavior Hawkins User Reviews and Ratings
 - Mcq On Consumer Behavior Hawkins and Bestseller Lists
5. Accessing Mcq On Consumer Behavior Hawkins Free and Paid eBooks
 - Mcq On Consumer Behavior Hawkins Public Domain eBooks
 - Mcq On Consumer Behavior Hawkins eBook Subscription Services
 - Mcq On Consumer Behavior Hawkins Budget-Friendly Options

6. Navigating Mcq On Consumer Behavior Hawkins eBook Formats
 - ePub, PDF, MOBI, and More
 - Mcq On Consumer Behavior Hawkins Compatibility with Devices
 - Mcq On Consumer Behavior Hawkins Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Mcq On Consumer Behavior Hawkins
 - Highlighting and Note-Taking Mcq On Consumer Behavior Hawkins
 - Interactive Elements Mcq On Consumer Behavior Hawkins
8. Staying Engaged with Mcq On Consumer Behavior Hawkins
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Mcq On Consumer Behavior Hawkins
9. Balancing eBooks and Physical Books Mcq On Consumer Behavior Hawkins
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Mcq On Consumer Behavior Hawkins
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Mcq On Consumer Behavior Hawkins
 - Setting Reading Goals Mcq On Consumer Behavior Hawkins
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Mcq On Consumer Behavior Hawkins
 - Fact-Checking eBook Content of Mcq On Consumer Behavior Hawkins
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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