Consumer Behaviour MCQs [set-2]

26. A	According to the stimulus-response model of buy	yer behavior (as presented i	n.
your	ir text), the place where consumers process mark	ceting stimuli prior to makir	ıg.
purch	rchase 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: Naise cr

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

Answer: B

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

- 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

L Darling-Hammond

Mcq On Consumer Behavior Hawkins:

This book delves into Mcq On Consumer Behavior Hawkins. Mcq On Consumer Behavior Hawkins is a crucial topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Mcq On Consumer Behavior Hawkins, encompassing both the fundamentals and more intricate discussions.

- 1. The book is structured into several chapters, namely:
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 - Chapter 2: Essential Elements of Mcg On Consumer Behavior Hawkins
 - Chapter 3: Mcq On Consumer Behavior Hawkins in Everyday Life
 - Chapter 4: Mcq On Consumer Behavior Hawkins in Specific Contexts
 - ∘ Chapter 5: Conclusion
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