

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

R Barnett



Mcq On Consumer Behavior Hawkins:

Reviewing **Mcq On Consumer Behavior Hawkins**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Mcq On Consumer Behavior Hawkins**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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