

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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JL Elias



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Consumer Behavior Toolkit Chris Vander Mey,Thayer School of Engineering,2003 Consumer Behaviour Hawkins,1997-08-01 **Consumer Behavior** Leon G. Schiffman,Lazar Leslie Kanuk,1991 *Im Consumer Behaviour* Hawkins,1994-09-01 How to Predict Consumer Psychology Johnny Ch Lok,2019 Part Two Psychological method predicts consumer behaviorIntroductionWhat is the standard economic model It is the standard economic model the way most economists think about consumer welfare and consumer choice What is the rationality in the standard economic model The

standard economic model relies heavily on the assumption that consumers are rational Standard economic model assumes that consumers are fully aware of all the options who have who can always and consistently rank whose options in accordance with their preferences and always choose the option who like the best option Thus what the assumptions of the standard economic model of consumer are The assumptions include consumers act with full information consumers have known preferences consumers choose the best option available The standard economic model of consumer behavioral prediction method advantages includes A logically consistent theory of consumer behavior can be built that theory can be used to make predictions about consumer behavior and those predictions can be compared with reality and those models often correspond to actual behavior of consumption reasons What is the inconvenient truth It includes clear evidence from psychology has shown that the rationality assumptions of standard economic model are wrong Evidence from psychology has shown that consumers often are irrational and also who are predictably irrational So these are wrong view point to influence how economists judge what cause consumption of behavior Thus it brings this question What is mean of predictably irrational It means that of irrational consumers were irrational in random ways who would cancel each other out leaving the overall outcomes determined by the behavioral consumption of rational consumers As that case economic theories that ignored irrational behavioral consumption would work just fine But psychology has shown that consumers are irrational in similar and predictable ways Therefore irrationality doesn t cancel out and can t be ignored to judge why the behavioral consumption has been caused

Consumer Behavior Wayne D. Hoyer, Deborah J. MacInnis, 2007

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