

MCQ FOR CONSUMER BEHAVIOUR

- 1) The family in a buyer's life consisting of parents and siblings is the _____.
a) Family of procreation
b) Family of influence
c) Family of efficiency
d) Family of orientation

Answer:- d

- 2) A person's _____ consist(s) of all the groups that have a direct (face to face) or indirect influence on his/her attitudes or behavior.
a) Subculture
b) Family
c) Social class
d) Reference groups

Answer:- d

- 3) The relatively homogenous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests and behavior constitute _____.
a) A culture
b) A subculture
c) A social class
d) A family

Answer:- a

- 4) Marriage, childbirth and divorce constitute the _____ that shapes the consumption pattern of individuals.
a) Psychological life cycle
b) Product life cycle
c) Social status
d) Critical life events

Answer:- d

- 5) Marketers who target consumers on the basis of their _____ believe that they can influence purchase behavior by appealing to people's inner selves.
a) Core values

Mcq On Consumer Behavior Hawkins

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