

# 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

**David L. Mothersbaugh**



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Hawkins,Pascale Genevieve Quester,Cathy M. Neal,1995      *Consumer Behavior* Delbert Hawkins,2009      **Consumer Behavior** Del I. Hawkins,Roger J. Best,Kenneth A. Coney,1995      **Consumer Behaviour** Zubin Sethna,Jim

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