

MCSC//Humanities//TYBSC/92034//Consumer Psychology//2013

Questions	Option 1	Option 2	Option 3	Option 4
----- refers to how an individual perceives a particular message	Consumer behavior	Consumer interest	Consumer attitude .	Consumer interpretation.
Any individual who purchases goods and services from the market for his/her end-use is called a.....	Customer	Purchaser	Consumer	All these
_____ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.	The marketing concept	The strategic plan	The product influences	The price influences.
_____ is one of the most basic influences on an individual's needs, wants, and behaviour.	Brand	Culture	Product	Price
In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____.	Economic situations	Situational influences	Consumption decisions	Physiological influences
Two of the most important psychological factors that impact consumer decision-making process are product _____ and product involvement.	Marketing	Strategy	Price	Knowledge

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Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.	Latest technology	Timesaving, convenience-oriented	Health related	Communication
Different social classes tend to have different attitudinal configurations and _____ that influence the behaviour of individual members.	Personalities	Values	Finances	Decision makers
According to the stimulus-response model of buyer behavior, the place where consumers process marketing stimuli prior to making purchase decision is called _____	Consumer's value chain.	Consumer's cognitive schema.	Consumer's black box.	Consumer's thoughts-emotions network.
Consumer purchases are influenced strongly by cultural, social, personal, and _____	Psychographic characteristics.	Psychological characteristics.	Psychometric characteristics.	Supply and demand characteristics.
_____ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.	Psychographics	Personality	Demographics	Lifestyle
The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."	lifestyle concept	self-concept	personality concept	cognitive concept
A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.	Motive	want	demand	requirement
The theory of motivation that views people as responding to urges that are repressed but never fully under control was developed by _____	Marshall	Kant	Freud	Maslow.

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According to Maslow's Hierarchy of Needs, the lowest order of needs are called:	Self-actualization needs.	b. Social needs.	Safety needs	Physiological needs
People can form different perceptions of the same stimulus because of three perceptual processes. These processes are best described as being:	Selective attention, selective distortion, and selective retention. .	Subliminal perception, selective remembrance, selective forgetting.	Closure, modeling, and perceptual screening.	Needs distortion, wants analysis, and perceptual screening.
A _____ is a strong internal stimulus that calls for action.	Drive	cue	response	perception
If a consumer tells friends "I like my car more than any other car on the road," then the consumer has expressed an _____	Rule.	Attitude	Belief	Cue
Which of the following is NOT one of the five stages of the buyer decision process?	need recognition	Brand identification	information search	purchase decision
The buying process can be triggered by a(n) _____ when one of the person's normal needs—hunger, thirst, sex—rises to a level high enough to become a drive.	awareness	external stimuli	internal stimuli	experiential motivation