

MODULE 1: INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR

LESSON I – INTRODUCTION TO CONSUMER BEHAVIOR I

Section A True/false:

1. Consumer Behavior includes within its ambit, only the actual purchasing of products and services.
2. The “consumer” includes both personal consumers and business/industrial /organizational consumers.
3. The discipline studies consumption patterns at micro levels only.
4. The environmental factors affect the decision process indirectly.

Section B Multiple choice questions:

1. Consumer Behavior may be defined as:
 - a) the interplay of forces that takes place during a consumption process, within a consumers' self and his environment.
 - b) decision process and physical activity during consumption process.
 - c) A study that analyzes the stages of evaluating, acquiring, using and disposing of goods and services
 - d) All of the above.
2. Consumer behavior focuses *specifically* on the:
 - a) Initiator
 - b) User
 - c) Buyer
 - d) Decider

Section C Fill up the blanks:

1. The study includes within its purview, the interplay between cognition, _____and behavior.
2. The actual purchase activity is the result of interplay of many individual and _____determinants
3. The study of Consumer Behavior is both a science and an _____