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 ________________