Assessment 04 : Consumption and Post-Purchase Behavior

The due date for submitting this assignment has passed. Due on 2019-08-28, 23:59 IST. As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [ 1 x 10 ]

1) A useful way of classifying certain types of consumption is through the ____ associated with them

- Rituals
- Conditions
- Terms
- Limits

No, the answer is incorrect.
Score: 0
Accepted Answers: Rituals

2) As cultures and other social groups change over time, the processes of ____ (losing sacred status) or ____ (gaining sacred status) occur

- Ritual, sacred consumption
- Profane, consumption behavior
- Desacralization, sacralization
- Contrast effect, asymmetric effect

No, the answer is incorrect.
Score: 0
Accepted Answers:
Desacralization, sacralization

3) The level of ____ or ____ experienced depends upon how well the product's performance meets one’s expectations  
   - Satisfaction, dissatisfaction
   - Consumption, situation
   - Satisfaction, consumption
   - Consumption, dissatisfaction

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Satisfaction, dissatisfaction

4) It has been found that if there is a wide negative disparity between expectations and actual performance, customers tend to magnify this poor performance. This reaction is known as the ____  
   - Simple effect
   - Positive effect
   - Negative effect
   - Contrast effect

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Contrast effect

5) The ____ is simply the time and place of consumption  
   - Mental context
   - Physical action
   - Public action
   - Physical context

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Physical context

6) Another way of classifying ____ is by considering the extent to which it is typical of the consumer’s everyday lifestyle  
   - Consumption situation
   - Consumption episode
   - Consumption sets
   - Consumption behavior

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Consumption behavior

7) ____ is a response to an uncontrollable drive or desire to obtain, use, or experience a feeling, substance, or activity that leads the individual to repetitively engage in behavior that will ultimately cause harm to the individual and/or others  
   - Ritual consumption
   - Consumption sets
   - Consumption situation
8) A finite time period of possession and/or use is necessary to ____  
   - Determine consumption  
   - Determine desired state  
   - Determine satisfaction  
   - Determine reliability  
   No, the answer is incorrect.  
   Score: 0  
   Accepted Answers:  
   Determine satisfaction

9) ____ is primarily an emotional, though sometimes cognitive, response  
   - Consumption system  
   - Consumer satisfaction  
   - Level of satisfaction  
   - Consumption episode  
   No, the answer is incorrect.  
   Score: 0  
   Accepted Answers:  
   Consumer satisfaction

10) In its broadest and simplest sense, ____ is the possession and/or use of goods and services  
   and the benefits they deliver  
   - Alternative evaluation  
   - Consumption  
   - Alternative criterion  
   - Asymmetric effect  
   No, the answer is incorrect.  
   Score: 0  
   Accepted Answers:  
   Consumption