

Unit 7 - Analyzing the Buyer Behaviour

Course outline

How to access the portal

Assignment 0

Introduction to Marketing

Scanning the Business Environment

Capturing Market Insights

Capturing Marketing Insights II

Analyzing the Buyer Behaviour

- Introduction to Consumer Behaviour and Need Recognition
- Information Search
- Socio-Cultural Influences on the Consumer Buying Process
- Psychological Influences on Consumer Buying Process
- Evaluation of Alternatives
- Purchase and Post Purchase Evaluation
- Quiz : Assignment 5**
- Solution 5
- Feedback For Week 5

Analyzing Buyer Behaviour II

Segmentation , Targeting and Positioning

Positioning Based on Segmentation and Targeting

Text Transcription

Live Session

Assignment 5

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

Due on 2019-09-04, 23:59 IST.

1) For a new task buying which requires extended problem solving, buyer involvement is expected to be _____ and purchase risk is expected to be _____.

1 point

- High, High
- Low, High
- Low, Low
- High, Low

No, the answer is incorrect. Score: 0

Accepted Answers: High, High

2) The process of purchasing bread daily from the local market can be termed as _____ while the process of buying a car for the first time can be termed as _____.

1 point

- Extensive problem solving, Habitual buying
- New task buy, Repeat purchase
- Habitual buying, Extensive problem solving
- Modified rebuy, Habitual buying

No, the answer is incorrect. Score: 0

Accepted Answers: Habitual buying, Extensive problem solving

3) The first stage of the consumer buying process is:

1 point

- Information Search
- Purchase Decision
- Post Purchase Behavior
- Need recognition

No, the answer is incorrect. Score: 0

Accepted Answers: Need recognition

4) According to Maslow's hierarchy of needs, hunger and thirst are part of _____ needs.

1 point

- Safety
- Physiological
- Esteem
- Belonging

No, the answer is incorrect. Score: 0

Accepted Answers: Physiological

5) For customers at a five star restaurant _____ will be a motivating factor and _____ will be a hygiene factor.

1 point

- Presence of a clean wash basin, offering of continental cuisine
- Offering of continental cuisine, Presence of a clean wash basin

No, the answer is incorrect. Score: 0

Accepted Answers: Offering of continental cuisine, Presence of a clean wash basin

6) _____ is defined as a learned predisposition to an object or class of objects in a consistently favourable or unfavourable way.

1 point

- Belief
- Buying intention
- Memory
- Attitude

No, the answer is incorrect. Score: 0

Accepted Answers: Attitude

7) According to the _____ model of consumer decision making, consumers establish a minimum required performance for each attribute and all brands that meet or exceed the performance level of key attributes are considered acceptable.

1 point

- Fishbein multi attribute
- Lexicographic decision rule
- Disjunctive

No, the answer is incorrect. Score: 0

Accepted Answers: Disjunctive

8) _____ is defined as a change in behaviour as a result of past experiences.

1 point

- Learning
- Motivation
- Perception
- Personality

No, the answer is incorrect. Score: 0

Accepted Answers: Learning

9) The four major factors influencing consumer behaviour are:

1 point

- psychological, personal, social, CRM systems
- cultural, social, personal, psychological
- cultural, organizational, personal, psychological

No, the answer is incorrect. Score: 0

Accepted Answers: cultural, social, personal, psychological

10) _____ refers to the groups to which people do not belong but would like to.

1 point

- Membership groups
- Sub group
- Aspirational Group
- None of these

No, the answer is incorrect. Score: 0

Accepted Answers: Aspirational Group