Assignment 0

The deadline for submitting this assignment has passed.

Due on 2020-01-27, 23:59 IST.

1) The consumer follows five steps of adopting a new product. These five steps are Awareness, promotion, evaluation, trial, adoption.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

2) Cognition is an affective mental state of a consumer.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

3) Consumer behavior analyzes the process through which individuals, groups, or organizations select, secure, use, and dispose of products, services, experiences, or ideas to fulfill their needs.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

4) Lifestyle characterizes how a consumer lives (e.g., the products he/she purchases, the way he/she uses them, what he/she does based on that).
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

5) Low-involvement decisions involve very little effort or thought on the part of the consumer.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

6) The difference between the benefits derived from a product and the costs of obtaining the same is known as price.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

7) Targeting is the process of grouping customers with similar needs sets with respect to a particular product.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

8) Learning is the process by which people select, organize and interpret sensory stimulation (sights, sounds, small and large) received from the world.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

9) Situation analysis is the final stage of the purchase decision process.
   a) True
   b) False
   No, the answer is incorrect. Accepted Answer:

10) A consumer’s culture and his/her family are the external influence on his/her behaviors.
    a) True
    b) False
    No, the answer is incorrect. Accepted Answer: