Assignment 4

1. Women's decisions go in an un-anomalous way of reaching a purchase and consume, especially for food items. This product's life cycle is a 2-point function of attitude.
   a. True
   b. False

2. Kids' carry cases were also a big hit in the Indian market because it addressed the needs of various school and book needs by the fifth-grade students. The product life is the knowledge function of attitude.
   a. True
   b. False

3. The two-component attitude model comprises these stages, i.e., cognition, expression, and affect.
   a. True
   b. False

4. Inhaling is the satisfaction of inhalation, e.g., coping with physical, psychological, social, and environmental aspects of a product form.
   a. True
   b. False

5. ARI performs the classification of consumers based on their life-style.
   a. True
   b. False

6. Attitudes can be viewed as a blend of perceptions and predispositions of pertinent reference groups and option values, and this process's conclusion is to believe in consumer's life expectancy and perceptions.
   a. True
   b. False

7. The numbers can change the consumers' attitude towards a product by adding a new and better attribute to A.
   a. True
   b. False

8. When the customer forms the desire to buy a product, he reaches the stage of liking.
   a. True
   b. False

9. In the creation stage, an individual forms other predispositions about the product or a purchase intention to buy it. A
   a. True
   b. False