



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 01	Chapter 5: Consumer Behaviour

Qt no.	
1	If the purpose is to use furniture for self and family, one acts as an _____ consumer. Ans: Individual
2	Nami buys a blazer for Sanji . Identify the buyer and the user from the given statement: Ans: Nami – buyer, Sanji – user.
3	In the stage of _____ the consumer becomes aware of the difference between the actual stage and ideal stage a. Problem recognition b. Post purchase c. Pre purchase d. Decision making
4	The search and alternative evaluation stages of the decision process result in the _____ a. Final purchase decision b. Advanced purchase decision c. Beginner purchase decision d. Pre purchase decision
5	In north India, people prefer wheat, chapati as staple food whereas in the south, people prefer rice. Identify the factor affecting the consumer behaviour. a. Cultural factors b. Social factors c. Psychological factors d. Lifestyle
6	For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available. The above is an example of which variable of psychological factors? a. Motivation b. Perception c. Learning d. Beliefs and attitudes

7	Mika suggests buying a new video game to her group of friends. She mentions how fun the game looks and shares a trailer she saw online. Her excitement makes her friends interested and they consider buying the game too. Identify Mika's buying role. a. Initiator b. Influencer c. Gatekeeper d. Decider
8	Sarah, who is knowledgeable about fitness gadgets, then shares her insights about different brands and models. Her opinions help her group of friends to decide which fitness tracker to purchase. Identify Sarah's buying role. a. Initiator b. Influencer c. Gatekeeper d. Decider
9	A person who permits the flow of certain information and restricts flow of some set of information is known as a _____ a. Initiator b. Influencer c. Gatekeeper d. Decider
10	Consumers are generally satisfied if purchases meet with their _____ a. Expectations b. Purchasing c. Selling d. Wants
11	I am a post purchase anxiety that consumers experience. Who am I? Ans: Cognitive Dissonance
12	State whether the following statements are True or False
i.	Consumer wants to pay less price, but expects superior features of the product Ans: True
ii.	From the consumers behaviour displayed in searching , purchasing, using, evaluating, and disposing of products, marketers get a fair idea to satisfy their needs Ans: True
iii.	The goal of studying consumer behaviour is to satisfy customers' needs, while utilizing their time, money, and effort in best possible way. Ans: True
iv.	Consumer is the person who purchases the product but may not directly consume it. Ans: False
v.	Industrial Consumer buys goods and services for processing them for the ultimate users and earns profit. Ans: True
13	Mention the knowledge of these two things, which are very essential for the marketers to make their marketing plans.

	Ans: consumers' demographic profile and buying habits
14	What is meant by consumer behaviour? Ans: According to Schiffman and Kanuk consumer behaviour is defined as the study of how individuals make decisions to spend their available resources on consumption-related items
15	What are the number of brands that a consumer actually considers in making a purchase decision is known as? Ans: Evoked Set
16	Why should a company study consumer behaviour? Ans: to satisfy their needs, while utilizing their time, money, and effort in best possible way
17	Shirako Ltd, an instant noodle selling company has been spending huge amounts of money on promoting their products on every possible medium. Unfortunately, even after being in business for 5 long years they have not been able to capture the hearts of the potential consumers. Their profits have been dangerously diminishing and the company has been thinking of raising funds for financing a huge promotion stunt. However, their new Marketing Manager is of a different view. She has been insisting that the company must conduct a survey on their potential consumers buying behaviour rather than wasting valuable resources on aggressive promotion. A. Do you agree with the Marketing Manager's suggestion? Ans: Yes, I agree. B. Why is the Marketing Manager insisting on studying the consumer behaviour? Ans: • Knowledge of consumer behavior helps to determine the marketing mix • To assess consumer's actions or reactions • To meet diversified consumer preferences • A guide to planning and implementing marketing strategies • To address special needs, personalities, and lifestyles of consumers • To identify market segmentation (write full explanation of the points)
18	Kyouko and Miyamura often seeks advice from their friend Yuki. When Kyouko wants to buy a new skincare product, she asks Yuki, who knows a lot about skincare. Yuki recommends a brand she likes, and because she's trusted, Kyouko decides to buy it too. From the above case: - Identify the type of social factor affecting Kyouko's decision. - What role does Yuki play in Kyouko's decision. Ans:

	a. Reference groups b. Yuki – Opinion leader
19	People in the high income bracket have higher purchasing power. They buy expensive and trendy goods. On the contrary, people in the low-income groups buy simple and relatively cheaper goods. The above case indicates a variable of social factor affecting consumer behaviour. Identify the same. Ans: Economic conditions
20	A product might be really good but if the consumer feels it is useless, he would never buy it. The statement above indicates a variable of a psychological factor affecting consumer behaviour. Identify the same. Ans: Beliefs and attitudes.
21	Shin notices that her old laptop is running slowly and can't handle her schoolwork efficiently. She realizes that her current laptop (the actual state) isn't meeting her needs for studying and completing assignments, while her ideal state would be to have a fast, reliable laptop that can support all her tasks smoothly. Identify and explain the stage of consumer decision process. Ans: Problem recognition
22	Emily wants to buy a new smartphone. She thinks about her previous experiences with different brands, recalling that she liked her old Samsung phone for its camera quality but had issues with its battery life. To gather more information, Emily asks her friends for recommendations, reads online reviews and comparisons of various smartphone models, checks advertisements and promotional content on social media, visits a local store to see the phones in person and talk to sales representatives. Through this search, Emily identifies several brands and models that meet her needs, forming her evoked set, which includes Samsung, Apple, and Google Identify and explain the stage of consumer decision process. Ans: Information search
23	After researching smartphones, Emily has narrowed her choices down to three models: a Samsung, an Apple, and a Google phone. She considers factors like price, camera quality, and battery life. After evaluating these options, she decides that the Samsung phone best meets her needs. To make the purchase easier, the retailer offers Emily several benefits: 1. She can pay in installments rather than all at once. 2. The store provides free shipping to her home.

	3. They offer to help her set up the phone once it arrives. Feeling confident in her decision and the added conveniences, Emily completes the purchase online and looks forward to receiving her new smartphone. Identify and explain the stage of consumer decision process. Ans: Purchase Decision and Action
24	A post purchase evaluation might result in either of the two situations. State and explain the situations. Ans: Post-Purchase Evaluation- The purchase act might result in one of two: 1. Satisfaction – The buyer feels satisfied at the reduction of the gap between the actual and the ideal states or might experience dissatisfaction with the purchase. Consumers are generally satisfied if purchases meet with their expectations. 2. Dissatisfaction – Sometimes, however, consumers experience some post purchase anxieties, called cognitive dissonance. It is a thought that one has not made the right decision. The consumer attempts to reduce this anxiety by searching for additional information that supports his/her choice. The marketer can help by providing supportive information to the buyer and also by positive marketing communications.