



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XI</b>	<b>Department: Commerce</b>
<b>Worksheet No: V</b>	<b>Topic: CONSUMER BEHAVIOUR</b>

## **Fill in the blanks:**

1. \_\_\_\_\_ is the person who purchases the product but may not directly consume it. (Customer)
2. The goal of studying \_\_\_\_\_ is to satisfy customers' needs, while utilizing their time, money, and effort in best possible way (consumer behaviour)
3. The study of consumers behaviour helps to classify \_\_\_\_\_ to market the products effectively (market segments)
4. Individuals with the same needs might not purchase similar products due to difference in \_\_\_\_\_. (Perception)
5. The \_\_\_\_\_ is the person who finally disposes the package of the product. (Disposer)
6. \_\_\_\_\_ of consumers play diverse roles in different kinds of purchase situations. (Individual or group)
7. The number of brands that a consumer actually considers in making a purchase decision is known as the----- . (Evoked set)

## **Select the correct option.**

8. Consumer wants to pay \_\_\_\_\_ price, but expects superior features of the product.
  - a) Premium
  - b) Extra
  - c) Less**
  - d) More
9. The cultural factors make an important basis for \_\_\_\_\_, product development, advertising.
  - a) Marketing
  - b) Market segmentation**
  - c) Marketer
  - d) Product
10. The----- is the person who changes the product to usable form for consumption.
  - a) Preparer**
  - b) Buyer

- c) User
- d) Customer

11. The \_\_\_\_\_ is a person who first gets the thought or gives the suggestion/idea of buying the particular product.

- a) Influencer
- b) Gatekeeper
- c) Decider
- d) Initiator

12. Consumers experience some post purchase anxieties, called -----

- a) Cognitive dissonance
- b) Corelated dissonance
- c) Cognitive relatedness
- d) Cognitive buying

### **State whether the given statement is true or false:**

13. Industrial Consumer buys goods and services for processing them for the ultimate users and earns profit. (True)

14. An internal search collects information from outside sources. (False)

15. From the consumers behaviour displayed in searching, purchasing, using, evaluating, and disposing of products, marketers get a fair idea to satisfy their needs. (True)

16. Purchase decisions cannot be emotive (False)

17. To effectively market a product, marketers need to go to psychological level of a consumer (True)

18. Parents play the role of a initiator in the selection of movies for children. (False)

### **Answer the following questions**

19. If the purpose is to use furniture for office. It refers to what type of purchase?

**Answer:** Organizational/Business/Industrial Consumer

20. The marketing mix strategies of a marketer spin around various queries regarding consumer behavior, like what type of product consumer purchases in general; what factors persuade him to buy a good; why does he buy a specific brand from a particular shop; why does he shift his preferences from one brand to another or from one store to another; what is his reaction to a new product introduced in the market and through which stages he passes before making a decision to purchase a product.

In light of the above information explain the importance of consumer behaviour.

**Answer:**

1. Knowledge of consumer behavior helps to determine the marketing Mix
2. To assess consumer's actions or reaction
3. To meet diversified consumer
4. A guide to planning and implementing marketing strategies -
5. To address special needs, personalities, and lifestyles of consumers-
6. To identify market segmentation.
7. To remain updated with technological advancement and bring new products to the market at faster pace

21. From the following hints identify the factors affecting consumer buying behaviour:

- i. Fully automatic washing machines are beneficial for a working woman, and are advertised accordingly. - role and status
- ii. Consumer is young, he/she will demand more of trendy clothes, recreational facilities like gyms and spas, grooming products such as deodorants, cosmetics. - age and life cycle stage
- iii. A business executive may go for expensive business suits, electronics like laptops and smart phones, or memberships of clubs, whereas a clerk will buy simple clothes and ordinary, cheaper goods. - education and occupation
- iv. A buyer goes to a nearby restaurant and orders pizza for herself, because she was feeling hungry – motivation
- v. For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available. - perception
- vi. In India, beef preparations are generally not found on the menu cards of most restaurants and food chains, as Hindus do not eat beef. - cultural factor

22. Consumers undertake a step-by-step process while purchase a decision. The amount of time and effort they devote to a particular purchasing decision depends on the necessity of the desired good or service to the consumer. Purchases where high levels of social or economic issues are said to be associated are the high-involvement purchase decisions. Routine purchases that have little risk to the consumer are low-involvement decisions. Consumers generally spend more time and effort to make purchase decisions for high involvement products than to those for low-involvement products. The search may include internal or external sources of information. During the internal search existing information feelings and experiences similar to the problem-solving situation are recalled from the consumer's memory. The search identifies

the other existing brands for consideration and possible purchase. Consumers are generally satisfied if purchases meet with their expectations. To complete this analysis, the consumers develop a set of evaluation criteria to guide the selection. These criteria can either be objective facts or subjective impressions. Marketers can attempt to influence the outcome from this stage in numerous ways. Initially, they can try and educate consumers about attributes that they view as important in evaluating a particular class of goods. They can also identify which criteria evaluate are important to an individual and attempt to show why a specific brand fulfills those criteria.

Quote the lines and state the steps of consumer decision process.

- During the internal search existing information feelings and experiences similar to the problem-solving situation are recalled from the consumer's memory. The search identifies the other existing brands for consideration and possible purchase – ( information search)
- Consumers are generally satisfied if purchases meet with their expectations. – post purchase evaluation
- To complete this analysis, the consumers develop a set of evaluation criteria to guide the selection. These criteria can either be objective facts or subjective impressions. Marketers can attempt to influence the outcome from this stage in numerous ways. Initially, they can try and educate consumers about attributes that they view as important in evaluating a particular class of goods. They can also identify which criteria evaluate are important to an individual and attempt to show why a specific brand fulfills those criteria.- evaluation of alternatives

23. Give the difference between the following on the basis of meaning and role player.

- Buyer and user
- Preparer and maintainer
- Decider and disposer
- Initiator and gatekeeper

24. Explain the following terms:

- i. Cognitive dissonance.
- ii. Brand image
- iii. Reference group- influence
- iv. Opinion leader
- v. Evoked set
- vi. Pre-purchase set
- vii. Post-purchase