

CONSUMER BEHAVIOR MULTIPLE CHOICE QUESTIONS AND ANSWERS 2025

Kimberly really wants to go on a hiking trip to Colorado. She has been climbing with her family for several years and now she is off from school for the summer. As an internal consumer process, this is an example of having

- A. Motivation, ability, and opportunity.
- B. Exposure, disposal, and memory.
- C. Acquisition, usage, and disposal.
- D. Perceptiveness, retention, and memory. - A

Even if consumers are exposed to information about a product, there must first be _____ in order for it to have an effect.

- A. Exposure
- B. Ability
- C. Perception
- D. Opportunity - C

Reference groups are a group of people

- A. We go to when we want to increase our knowledge of social influence.
- B. Who are experts to whom we can ask brand and product information.
- C. Who are subcultural groups.
- D. We compare ourselves to for information about ourselves. - D

In marketing, positioning refers to

- A. Where the brand is placed on the stores' shelves.
- B. How the consumer perceives the brand in relation to the competition.
- C. Where to place marketing communications for a brand so it capture the consumer's attention.
- D. How to develop attractive packaging to entice consumers to try the brand. - B

The Wild Planet toy company, based on the video, studies the consumer behavior of:

- A. Product purchasers (parents)
- B. Product users (kids) - B

Virgin Atlantic, based on ad showing 2 men marrying, shows evidence that the ad appeals to business travelers.

- A. True

Consumer Behavior Multiple Choice Questions And Answers

**Michael R. Solomon, Rosemary
Polegato, Judith Lynne Zaichkowsky**



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Student Involvement Guide [to] Marketing Principles Devendra Shankerlal Pathak,Randall L. Lambert,1980

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