



Shri Shankaracharya Institute of Professional Management & Technology
DEPARTMENT OF MANAGEMENT STUDIES
QUESTIONS BANK
Consumer Behavior 576314(76)

UNIT I

1. "Every Consumer is unique" Comment on this statement.
2. Distinguish between a Customer and consumer. Explain consumer buying behavior process with a suitable example.
3. What is Consumer Behavior? Explain why it is important for marketers to understand consumers?
4. How the concept of consumer behavior developed? Discuss the application of consumer behavior in marketing.
5. In what respect quantitative and qualitative research differs? Discuss the step by step process of consumer research.
6. Explain the need of consumer research studies and its relevance in the modern world.
7. Discuss the various factors that influence consumer buying behavior. Name the factors that influence the choice of purchase outlet for the following goods and services:
 - a. A new iPhone
 - b. A real estate agent to sell new home
8. Explain consumer decision making process for buying a Smartphone.
9. What is the importance of evoked set, Inept set and Inert set from the consumers and marketers point of view.
10. Define Consumer Behavior in detail and discuss the following aspects:
 - a. Diversity of Consumer Behavior
 - b. Interdisciplinary nature of Consumer Behavior
11. Write a detailed note on Consumer Gifting Behavior and buying motives.

UNIT II

1. What do you understand by extensive problem solving, limited problem solving and routinized response behavior? What kind of decision process do you expect in following cases?
 - a. Purchasing a laptop
 - b. Purchase of a toothpaste
 - c. Purchasing a greeting card for a close friend

- d. Purchasing a readymade garment.
2. Explain the various adopter categories with example
3. Write a note on :
 - a. Model of Industrial buying
 - b. Buyers black box
4. Explain Howard Seth model of buying behavior.
5. Discuss the nature of products and service that are related to nominal, , limited and extended decision making with reference to problem recognition.
6. Write a note on :
 - a. Nicosia Model
 - b. Diffusion and Adoption process for innovation
7. Explain Opinion Leadership and its process. What is the motivation behind opinion leadership?
8. Explain any four models of consumer behavior in detail.
9. Describe the factors that affect the diffusion rate for an innovation. How can these factors be utilized in developing marketing strategies?

UNIT III

1. What is consumer perception? Discuss perceptual distortion in the context of consumer behavior.
2. Explain the concept of perceptual selection, perceptual organization and perceptual interpretation in reference to the perceptual process.
3. How does consumer perception influence the consumer behavior? Discuss the difference between absolute threshold and differential threshold.
4. How do marketers use the concept of stimulus generalization and stimulus discrimination? Give Examples.
5. Write a note on Self Concept in relation to the personality of products and services.
6. What is personality? Discuss the impact of personality on consumer behavior.
7. Define Learning. How perceptual learning influences consumer decision making. How it can become a tool for marketer to approach consumers.
8. Which theory of learning best explains the following consumption behavior:
 - a. Buying a digital camera for the first time
 - b. Switching from one cellular phone to another
 - c. Purchasing an Air conditioner.
9. What are the key differences between behavioral and cognitive theories of learning? Explain in detail.

10. Explain various mechanisms of learning.
11. Define personality. Explain VAL's model in detail. Explain its relevance in understanding consumer behavior.
12. Suppose you have won Rs. 15000 in a lottery. The following optional uses of the money are available to you:
 - a. Buying a Video player
 - b. Go on a holiday with family/friends
 - c. Buy shares
 - d. Buy a personal computer for use in the house
 - e. Buy a membership to a club
 - f. Deposit in a fixed deposit account

Rank the above options in order of your preference. Try and analyze how your personal motive, attitudes, personality affected your ranking.

UNIT IV

1. Discuss Consumer Attitude in the light of following:
 - a. ELM Model
 - b. Relationship between Attitude and Behavior
2. Discuss the role of consumer motivation in consumer behavior towards following products:
 - a. Car
 - b. Mineral Water
3. Explain the role of motivation in consumer behavior in detail.
4. Explain briefly the dynamic characteristics of motivation. Why it is considered as a complex process for marketing purpose. Explain giving examples.
5. Write a note on following :
 - a. Cognitive Dissonance Theory
 - b. Measurement of Motives
 - c. Consumer motivation
6. Describe any one of the multi-attribute model of attitudes and explain how would you use the understanding of this model in your marketing decisions?
7. Define Attitude. What are the major characteristics and functions of attitudes? Explain the ELM Model of attitude change with suitable examples.

8. Explain consumer attitude formation and change strategy.

UNIT V

1. Define social Stratification and discuss its impact on consumer behavior towards purchase of :
 - a. Refrigerator
 - b. Watch
2. Discuss the role of following in designing persuasive Communication:
 - a. Family
 - b. Friendship
3. Define Culture. What are the most important characteristics of culture that reflect its nature?
4. Which of the stages of family life cycle would constitute the most lucrative segment / segments for the following products :
 - a. Domino's Pizza
 - b. Mobiles
 - c. Mutual Funds

Justify your answer.

5. What is a Reference Group? Explain various types of reference groups relevant to consumer behavior.
6. Explain FLC in relevance with Consumer Behavior.
7. Discuss the basic properties of a group. Under what conditions, a group influences its members?
8. What do you mean by cross culture influences? Why it is important for marketers to study sub cultures in the country?
9. What are the applications of social class in marketing?
10. What do you mean by persuasive communication? Why do state road departments and police use punishment appeals when communicating message about speeding?