

Consumer Behaviour Exam Paper

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1. Summarize the Howard and Sheth model of buyer behaviour and explain its value to marketing management. 2. Discuss the main influences on consumer behaviour and provide examples to support your...

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a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception Answer: B 3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception

18 UBM 620 -CONSUMER BEHAVIOUR UNIT -I Answer: A Answer: B ...

Consumer behaviour is an orderly process whereby the consumer interacts with his environment for making a purchase decision on products or services. Consumer behaviour has two aspects. The

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final purchase activity which is visible to us and the decision process which involves a number of complex variables and not visible to us.

Consumer Behaviour: Factors, Importance, Examples, Process ...

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