

Chapter 5 Consumer Markets and Consumer Buyer Behavior

- 1) \_\_\_\_\_ is never simple, yet understanding it is the essential task of marketing management.
- A) Brand personality
  - B) Consumption pioneering
  - C) Early adoption
  - D) Consumer buying behavior
  - E) Understanding the difference between primary and secondary data

Answer: D

Diff: 1 Page Ref: 135

Skill: Concept

Objective: 5-1

- 2) The consumer market is made up of which of the following?
- A) individuals who acquire goods or services for personal consumption
  - B) households that purchase goods or services for personal consumption
  - C) businesses that purchase goods and services
  - D) A and B
  - E) all of the above

Answer: D

Diff: 2 Page Ref: 135

Skill: Concept

Objective: 5-1

- 3) Economic, technological, and cultural forces are all \_\_\_\_\_ in the stimulus-response model of buyer behavior.
- A) buyer responses
  - B) stimuli
  - C) components of the buyer's decision process
  - D) buyer characteristics
  - E) buying attitudes

Answer: B

Diff: 2 Page Ref: 137

Skill: Concept

Objective: 5-1