

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