

What is Consumer Behavior Analysis?

Worksheet

Consumer behavior is the study of individuals' or groups' choices when buying, using or disposing of products. It covers needs, motivations, decision-making models, and the psychological triggers that influence purchases.

Questions

1. Which stage comes immediately after 'Problem Recognition'?

- A) Evaluation
- B) Information Search
- C) Purchase Decision
- D) Post-Purchase Behavior

2. Cognitive dissonance occurs

- A) during information search
- B) after purchase when doubts arise
- C) at the point of sale
- D) before recognizing a need

3. Which is an example of psychographic segmentation?

- A) Age and income
- B) Geographic location
- C) Lifestyle and values
- D) Family size

4. Social proof in marketing means

- A) Testing products before launch
- B) Using customer reviews and testimonials
- C) Segmenting by social class
- D) Having a social media account

5. A student realizes their old laptop is slow (Problem Recognition) and needs a new one. What happens next?

6. A busy professional sees a friend using a meal-prep service. What's the decision process?

7. Why do luxury brands succeed even at high prices?

8. Define: What is consumer behavior?

9. Define: Name the five stages of consumer decision-making.

10. Define: What is cognitive dissonance?

Answer Key

1. B) Information Search - Consumers search for options and information before evaluating them.
2. B) after purchase when doubts arise - It's the regret or doubt felt after buying, resolved by seeking reassurance.
3. C) Lifestyle and values - Psychographic focuses on personality, interests, and lifestyle, not demographics.
4. B) Using customer reviews and testimonials - Social proof leverages peer influence - seeing others buy or trust a brand increases confidence.
5. They search online for reviews on tech sites and Reddit Compare MacBook, Dell, and Lenovo specs/prices Read user ratings Buy the one with best value-for-money and warranty Post 5-star review online (satisfaction).
6. Problem: No time to cook Information: Google local services, read Trustpilot reviews Evaluation: Compare HelloFresh vs HomeChef pricing & menus Purchase: Subscribe to a trial Post-behavior: Track meals per week, decide to renew.
7. Psychological triggers: Status, exclusivity, quality perception Consumer evaluates brand prestige (Rolex, luxury fashion) Emotional attachment + social signaling outweigh cost Post-purchase: Pride of ownership, word-of-mouth recommendation.
8. The study of how and why individuals or groups buy, use, and dispose of products to satisfy needs and wants.
9. Problem recognition Information search Evaluation Purchase Post-purchase behavior.
10. The discomfort felt after a purchase when doubts arise about the choice; resolved by seeking reassurance.

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