

# What is Consumer Behavior?

## Worksheet

Consumer behavior is the study of why and how individuals and groups buy products or services, including the psychological, social, and economic factors that shape purchase decisions.

## Questions

1. What is consumer behavior?
  - A) How people spend money randomly
  - B) The study of purchasing decisions and factors influencing them
  - C) Only advertising strategies
  - D) Ignoring customer feedback
2. Which is NOT a stage in consumer decision-making?
  - A) Problem recognition
  - B) Information search
  - C) Competitor elimination
  - D) Purchase decision
3. What is an example of high-involvement purchase?
  - A) Buying gum
  - B) Buying a car
  - C) Buying a pen
  - D) Buying coffee
4. Which factor does NOT typically influence consumer behavior?
  - A) Price
  - B) Social influence
  - C) Personal values
  - D) Weather in other countries
5. Sarah notices her phone battery drains quickly. She reads reviews and compares iPhone, Android, and OnePlus. What stage is she in after comparison?
6. A student buys a coffee every morning at the same caf without deliberation. What type of buying behavior is this?
7. A family spends weeks researching and visiting car dealerships before buying a car. Why is this decision-making long?
8. Define: What is consumer behavior?
9. Define: First stage of consumer decision-making?
10. Define: What influences consumer behavior?

## Answer Key

1. B) The study of purchasing decisions and factors influencing them - Consumer behavior analyzes why and how customers make purchase decisions.
2. C) Competitor elimination - The five stages are recognition, search, evaluation, purchase, and post-purchase. 'Competitor elimination' is not a formal stage.
3. B) Buying a car - High-involvement purchases are expensive, risky, and infrequent (car, home, vacation).
4. D) Weather in other countries - Price, social influence, and personal values affect behavior. Weather in unrelated countries does not.
5. Sarah moved from Problem Recognition Information Search Evaluation of Alternatives. Now ready for Purchase Decision.
6. This is routine/habitual buying - low involvement, familiar brand, quick purchase. No extended decision-making.
7. High-involvement purchase (expensive, infrequent, high risk). Extended problem-solving with family input and detailed evaluation.
8. The study of why and how people buy products, influenced by psychological, social, and economic factors.
9. Problem recognition - customer realizes a need or want.
10. Psychological (motivation, attitude), social (family, peers), cultural, and economic factors.

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