

Consumer Behavior MCQ Quiz

1 = "The driving force that compels consumers into action". This is the definition of?

- A = Personality
- B = Learning
- C = Perception
- D = Motivation

2 = What is the 3rd (or middle) level of Maslow's hierarchy of needs?

- A = Physiological
- B = Self-esteem/ego
- C = Social/belonging
- D = Safety/Security

3 = According to Freud, the 3 aspects of personality do NOT include which one of the following:

- A = Ego
- B = Emotion
- C = Super ego
- D = Id

4 = Deciding to watch Netflix, instead of studying, is driven by your:

- A = Id
- B = Ego
- C = Super ego
- D = Habit

5 = Pavlov and his rat experiment demonstrated what kind of learning?

- A = Classical conditioning
- B = Operant conditioning
- C = Reasoning
- D = Vicarious learning

6 = Rewards and loyalty programs rely on what type of learning?

- A = Classical conditioning
- B = Reasoning
- C = Vicarious learning
- D = Operant conditioning

7 = The steps in the perceptual process are exposure, attention, interpretation and _____???

- A = Social sharing
- B = Memory
- C = Consideration
- D = Positioning

8 = Advertising messages are often unusual or dramatic to overcome?

- A = Selective exposure
- B = Selective retention
- C = Selective attention
- D = Distortion

9 = How your product is perceived, relative to competition, is the definition of?

- A = Positioning
- B = Differentiation
- C = Marketing
- D = Perceptual mapping

10 = Perceptual maps are a matrix of how many image attributes?

- A = Four
- B = Three
- C = One
- D = Two

11 = "I like that brand and always buy it" – is an example of an?

- A = Evaluation
- B = Assessment
- C = Attitude
- D = Opinion

12 = The 3 parts of an attitude do NOT include:

- A = Affect/feelings
- B = Reflections/considerations
- C = Beliefs/cognitive
- D = Behavior/conative

13 = Any group that a person uses for information, or as a point of comparison, is a _____ group.

- A = Reference
- B = Friendship
- C = Membership
- D = Aspirational

14 = Reference group influence tends to be the strongest for which type of products?

- A = Public necessities
- B = Public luxuries
- C = Private necessities
- D = Private luxuries

15 = What is the smallest number of people that can be in a family?

- A = Two
- B = Three
- C = Four
- D = Just one

16 = What is the middle social class in a three social class structure?

- A = Middle
- B = Lower-upper
- C = Center
- D = Median

17 = Sometimes only one factor is used to determine social class, which is?

- A = Education
- B = Wealth
- C = Income
- D = Occupation

18 = For adopter categories, what % of consumers are “innovators”?

- A = 13.5%
- B = 16%
- C = 2.5%
- D = 34%

19 = What decision rule is used when a consumer chooses based on their MOST important attribute only?

- A = Conjunctive
- B = Disjunctive
- C = Compensatory
- D = Lexicographic

20 = Psychographics primarily considers a consumer's?

- A = Social class
- B = Behavior
- C = Lifestyle
- D = Social and family networks