

9. Discuss the role of culture in influencing consumer behavior. Provide examples of how cultural factors can impact consumer choices.

****Answer:** Culture plays a significant role in influencing consumer behavior. Cultural factors include values, beliefs, customs, and norms that are shared by a group of people. Here are some examples of how culture can impact consumer choices:

- ****Food Preferences:**** In some cultures, certain foods are considered taboo or sacred, influencing what people eat. For example, Hindus avoid beef due to religious beliefs.

- ****Clothing Choices:**** Cultural norms dictate appropriate clothing styles. For instance, traditional clothing in Japan, such as the kimono, reflects cultural values and is worn on special occasions.

- ****Language and Communication:**** Language differences can impact marketing strategies. Advertisements must be culturally sensitive and use appropriate language to resonate with the target audience.

- ****Gift-Giving:**** The customs and rituals associated with gift-giving vary across cultures. In some cultures, it is customary to exchange gifts on certain occasions, influencing purchasing behavior.

PAPER # 2

Multiple Choice Questions (1 mark each)

1. What is consumer behavior?

- A. The study of how consumers make decisions about what to buy, when to buy it, and where to buy it.
- B. The study of how businesses can influence consumer behavior.
- C. The study of the psychological and social factors that influence consumer behavior.
- D. All of the above.

2. Explain the stages in the consumer decision-making process.
3. Discuss the factors that influence consumer behavior.
4. What are the different types of post-purchase behavior?

Answers:

1. The four main types of consumer behavior are:
 - Buying behavior: The process of consumers acquiring goods and services to satisfy their needs and wants.
 - Decision-making behavior: The process of consumers making choices about what to buy, when to buy it, and how much to buy it for.
 - Post-purchase behavior: The actions that consumers take after they have purchased a product or service.
 - Consumer learning: The process by which consumers acquire knowledge and experience about products, services, and the marketplace.
2. The stages in the consumer decision-making process are:
 - Problem recognition: The consumer becomes aware of a need or want that is not currently being met.
 - Information search: The consumer gathers information about products and services that could potentially satisfy their need or want.
 - Evaluation of alternatives: The consumer compares the different products and services that they have considered and chooses the one that they believe will best meet their needs and wants.
 - Purchase decision: The consumer decides whether or not to buy the product or service that they have chosen.
 - Post-purchase evaluation: The consumer evaluates their purchase decision and determines whether or not they are satisfied with the product or service.
3. The factors that influence consumer behavior can be divided into three main categories:

etc.

For example,

life cycle stage,

occupation,

income,

education,

etc.

- Psychological factors: These include

the mental processes

that

the consumer

uses

to

make

sense

of

the

information

and

stimuli

he

or

she

receives

from

the

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