

Hempstead High School

MARKETING: Section 4

Lesson 6-6 Consumer Behavior Quiz A

Due Date: **December 28, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

Why is understanding consumer behavior important for companies?

- The video states that all advertising should be based on consumer actions. You can study the consumer all you want but at the end of the day, their subconscious actions will guide them.
- Understanding consumer behavior is secondary to understanding the marketing concept.
- It allows companies to understand their customers' needs and predict customer actions.
- After a product is planned, a company should look at consumer behavior to predict future customer actions.

Question 2

/1

According to the video, the study of consumer behavior is critical for two reasons. Click on both reasons mentioned in the video. (CHOOSE 2 ANSWERS)

- Understanding consumer behavior is important because customers usually make random decisions, and businesses can sway them with excellent marketing anyway. (Example: A celebrity endorsement can go a long way)
- Consumer behavior matters most for big corporations; small businesses don't need to worry about it since their customers are loyal as long as a good product is being put out.
- Understanding the behavior of your customer can help you to better show them what they are buying, why they are buying it, and what it will do to improve their lives.
- Companies want people (not robots) to buy their products or services. In order for that to happen, companies must understand people at their deepest level of need.

Name: _____

Question 3

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What are the 4 key factors that can influence consumer behavior listed in the video?

(CHOOSE 4 ANSWERS)

- Consumer spending decisions are often influenced by economic situations.
- Consumers only buy products if their needs are met by the product.
- The amount of cash that a customer carries or the availability of credit cards heavily influences whether or not a person will buy a product.
- In order to gain and retain customers it has been said that the customer is always right . Companies must keep that in mind.
- Advertising plays a major role in influencing the purchasing decisions of consumers
- The purchasing power of the consumer helps to influence the consumer's behavior
- Consumer behavior is influenced by the opinion of the consumer

Question 4

/1

How does a positive economic environment affect consumer behavior?

- It has no effect on consumer behavior.
- Consumers only buy luxury items.
- Consumers feel more confident and willing to spend.
- Consumers are less willing to make purchases.

Name: _____

Question 5

/1

What role does advertising play in consumer behavior?

- It significantly influences purchasing decisions.
- It is irrelevant in modern marketing.
- It is a minor factor that has little impact.
- Advertising is the only factor influencing purchases.

Question 6

/1

According to the video, why is it critical to track consumer behavior?

- To increase product prices.
- To limit consumer choices.
- To gain and retain customers effectively.
- To create more advertisements.