

It is a process by which a person selects, organizes and interprets sensory stimulation to form a meaningful picture of the world.

Perception

Fast moving consumer goods are also a type of goods

Durable

The consumer decision process is divided into parts.

Five

The following are types of impulse buying goods, except;

House

There are a number of roles that a consumer plays in marketing.

Three

Convenience products are classified into the following, except;

Required

The type of selling approach used by industrial markets is called

Consultative selling approach

They are those who cannot do without using certain brands or types of goods.

Habitual consumers

They are types of consumers who purchase goods for personal, family or household use

Personal Consumers

The following are types of consumer demographic characteristics, except;

Norm

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