

4

[MKT303] An ___ in the context of consumer behaviour is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object
Attitude

[MKT303] There exists a ___ stage model of consumer decision making process.

5

[MKT303] A scenario where an internal search does not proffer solution is ____.
External search

[MKT303] _____ consist of a variety of disguised tests which are designed to tap the underlying motives of individuals despite their unconscious rationalization or efforts at conscious concealment
Projective Techniques

[MKT303] ___ are those who cannot do without using certain brands or types of goods
Habitual consumers

[MKT303] ___ is when a marketer stresses the benefits to be gained by using a specific product.
Positive framing

[MKT303] _____ means materials presented last is more effective.
Recency effect

[MKT303] _____ is the amount of information that consumer stored in his/ her memory about particular product classes, forms, brands, models and how to purchase them.
Product knowledge

[MKT303] In ____, the other hand, researcher supervises the analysis
Quantitative research

Whatsapp: 08089722160 or click here for TMA assistance

Practice E-exams & Chat with course mates on noungeeks.net