26 Lecture - MGT211

Important Subjective

1. **What are the five stages of the consumer decision-making process?**
   Answer: The five stages of the consumer decision-making process are: 1) need recognition, 2) information search, 3) evaluation of alternatives, 4) purchase decision, and 5) post-purchase evaluation.

2. **How do cultural factors influence consumer behavior?**
   Answer: Cultural factors such as values, beliefs, and customs can significantly influence consumer behavior. For example, certain cultural values may prioritize the importance of family, which could influence purchasing decisions related to family activities or products.

3. **What is the difference between a consumer's perception and reality?**
   Answer: A consumer's perception refers to their subjective interpretation of reality, which may not always match objective reality. For example, a consumer may perceive a certain brand to be of higher quality than its competitors, even if that is not objectively true.

4. **What are the advantages and disadvantages of using surveys as a primary data collection method?**
   Answer: Surveys can provide a large amount of quantitative data quickly and easily. However, they may suffer from response bias or lack of depth in understanding the motivations behind consumer behavior.

5. **What is the difference between primary and secondary data?**
   Answer: Primary data is collected specifically for a research study, while secondary data has already been collected for another purpose.

6. **What is a brand personality and why is it important in marketing?**
   Answer: Brand personality refers to the human characteristics associated with a brand. It is important in marketing because it can help a brand connect with its target audience on an emotional level and differentiate itself from competitors.

7. **How can businesses use market segmentation to improve their marketing strategies?**
   Answer: By dividing a market into smaller segments with similar needs and characteristics, businesses can tailor their marketing strategies to better reach and connect with their target audience.

8. **What is the difference between a focus group and a survey?**
   Answer: A focus group is a group discussion led by a researcher to gather opinions and experiences about a product or service, while a survey is a method of collecting quantitative data through a set of standardized questions.

9. **How can businesses use social media analytics in their marketing research?**
   Answer: By analyzing social media data, businesses can gain insights into consumer opinions and behaviors, as well as monitor their own brand reputation and engagement.

10. **What are the ethical considerations in marketing research?**
Answer: Ethical considerations in marketing research include protecting participant privacy, avoiding deception or manipulation, and ensuring that research is conducted in an unbiased and truthful manner.