

# 15 Lecture - MGT301

## Important Subjective

### 1. What is the importance of understanding consumer buying behavior for marketers?

Answer: Understanding consumer buying behavior helps marketers develop effective strategies to promote their products or services and guide consumers through the decision-making process.

### 2. How do personal factors such as age and lifestyle affect consumer buying behavior?

Answer: Personal factors can influence consumer buying behavior by affecting an individual's needs, preferences, and values. For example, younger consumers may be more likely to seek out trendy or fashionable products, while older consumers may prioritize practicality and durability.

### 3. What are some situational factors that can influence consumer buying behavior?

Answer: Situational factors such as time pressure, physical surroundings, and mood can influence consumer buying behavior by creating a sense of urgency or influencing the consumer's perception of a product.

### 4. What is the role of social factors such as reference groups and social class in consumer buying behavior?

Answer: Social factors can influence consumer buying behavior by shaping social norms, opinions, and values. Reference groups and social class can affect consumer behavior by providing a sense of belonging and influencing the consumer's perception of status and prestige.

### 5. What is the decision-making process, and how does it relate to consumer buying behavior?

Answer: The decision-making process involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Understanding this process and the factors that influence each stage can help marketers develop effective strategies to guide consumers through the process and ultimately make a purchase.

### 6. How can marketers use consumer behavior research to develop effective marketing strategies?

Answer: Consumer behavior research can provide valuable insights into consumer needs, preferences, and behavior patterns, allowing marketers to tailor their marketing strategies to better meet consumer demands and preferences.

### 7. What are some ethical considerations that marketers should keep in mind when conducting consumer behavior research?

Answer: Marketers should ensure that consumer behavior research is conducted in an ethical and transparent manner, respecting consumer privacy and confidentiality, and avoiding deceptive or manipulative research practices.

**8. How can marketers use the concept of motivation to influence consumer behavior?**

Answer: Marketers can use motivational appeals to tap into consumer needs, desires, and aspirations, using techniques such as emotional appeals, incentives, and social proof to persuade consumers to make a purchase.

**9. How can the post-purchase evaluation stage of the decision-making process affect future consumer behavior?**

Answer: The post-purchase evaluation stage can influence future consumer behavior by shaping the consumer's perception of the product and the brand, and influencing their likelihood of making future purchases.

**10. What are some factors that can lead to post-purchase dissonance, and how can marketers address this issue?**

Answer: Post-purchase dissonance can be caused by factors such as conflicting information or unmet expectations. Marketers can address this issue by providing clear and accurate product information, offering customer support and follow-up, and addressing customer complaints and concerns in a timely and effective manner.