

JA Marketing Principles 1®

Quiz: Post-Session 2.3: Influencing Consumer Behavior

Circle the best answer for each question.

1. What is the definition of motivation from a marketing standpoint?

- a. Motivation is a step in the process of achieving something that is desired.
- b. Motivation is an impulse that leads to disciplined buying decisions.
- c. Motivation is the incentive process that drives purchasing behavior.
- d. Motivation is an emotional stimulus that helps consumers decide between purchasing alternatives.

2. Which of the following is NOT one of the four factors that influence consumer behavior?

- a. personal factors
- b. professional factors
- c. psychological factors
- d. social factors

3. Which of the following are elements of the cultural factor of consumer behavior?

- a. age group and gender, nationalities and ethnic groups, religious traditions
- b. personality attributes and habits, learned behaviors, perceptions
- c. position in the family life cycle, activities, physical needs
- d. place of residence, work, hobbies and leisure activities

4. Which of the following is NOT a consideration when marketing to an international market?

- a. different cultural references
- b. different lifestyles
- c. different attitudes toward aging
- d. different physical needs

5. Why do marketers look at consumer attributes and influences in overlapping ways?

- a. It enables maximum usage of data acquired throughout the marketing process.
- b. Different perspectives may reveal additional targeting and messaging opportunities.
- c. Overlapping views help ensure the consumers are given adequate attention.
- d. It provides employment opportunities within marketing companies and departments.