

CLASS: XI	INDIAN SCHOOL MUSCAT SECOND PERIODIC TEST	MARKETING
	SET - A	
QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Consumer behavior is defined as the study of how individuals make decisions to spend their available resources on consumption related items	1
2.	Thought based (cognitive) and feeling based (emotive)	1
3.	Consumers experience some post purchase anxieties called cognitive dissonance	1
4.	(a)Gatekeeper (b)Decider	1+1
5.	(i) How consumers think, feel, reason, react to different environments and select between different alternatives. (ii) The behavior of consumers while shopping or making other marketing decisions. (iii) The extent of consumer knowledge or information processing abilities which influence decisions and marketing outcome. (iv) What motivates consumers and their decision making strategies for different products. (any three points)	1+1+1
6.	(i) Cultural study (ii) Perception (iii) Initiator	3
7.	<p>Knowledge of consumer behavior helps to determine the marketing mix: The management keeps on exploring what type of product consumer purchases in general; what factors persuade him to buy a good; why does he buy a specific brand from a particular shop , what is his reaction to a new product introduced in the market.</p> <ul style="list-style-type: none"> • These factors give signals to producers about marketing mix to be arranged for their product and to serve consumers in better manner. <p>(2) To assess consumer's actions or reactions:</p> <ul style="list-style-type: none"> • The consumer seeks value for money. He wants to pay fewer prices but expects superior features in the product. This has led many marketers to introduce quality <p>(3)To meet diversified consumer preferences :with globalization customers got more availability of choices compared to 1991 era. For example, the customer now has many brands of cars to choose from like, Hyundai, Honda, Mercedes, BMW etc.</p> <p>(4) A guide to planning and implementing marketing strategies:</p> <ul style="list-style-type: none"> • Knowledge of consumer behavior can serve as a great help to formulate and implement marketing strategies to achieve goals of the firm. • Product at reasonable price. <p>(5) To address special needs, personalities and lifestyles of consumers:</p> <p>Consumer prefers differentiated products to reflect their special needs, personalities and lifestyles. The study of consumer behaviour helps to satisfy such special needs. For example when Onida was introuced, it was advertised on</p>	4

	the television 'for the elite classes'	
8.	<p>Problem Recognition: In this stage, the consumer becomes aware of the difference between the actual state (where we are now) and the ideal state (where we want to be). This stage motivates the individual to achieve the desired state of affairs.</p> <p>Information Search: In the second stage the consumer gathers information related to his/her fulfilment of a desired state of affairs. This search identifies alternative means of problem solution. High involvement purchases may invite large information searches, while low involvement purchases require little search activity. The search may include internal or external sources of information. An external search collects information from outside sources which may include family members, sales personal, advertisements and product reviews.</p> <p>. Evaluation of Alternatives: The third step in the consumer decision making process is to evaluate the evoked set of options identified during the search step. It helps in choosing a brand or product in the evoked set, when all those which were identified during the initial search seems to be unsatisfactory. Marketers can try and educate customers and help the customers in expanding his/her evoked set to include the product they are offering.</p> <p>Purchase Decision and Action: The search and alternative evaluation stages of the decision process result in the final purchase decision and the act of making the purchase. At this stage the consumer has evaluated each alternative in the evoked set based on his personal set of evaluative criteria and lowered the alternatives to one. Marketers can smooth the purchase decision and action by helping consumers through providing delivery, installation etc.</p> <p>Post Purchase evaluation: the purchase act might result in one of two:</p> <ul style="list-style-type: none"> • (a) Satisfaction: the buyer feels satisfied at the reduction of the gap between the actual and ideal states or might experience dissatisfaction with the purchase. Consumers are generally satisfied if purchases meet with their expectations. • (b) Dissatisfaction : consumers experience some post purchase anxieties, called cognitive dissonance. It is a thought that one has not made the right decision. • The consumer attempts to reduce this anxiety by searching for additional information that supports his choice. • The marketer can help by providing supportive information to the buyer and also by positive marketing communications. 	5