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26 Multiple Choice Questions (MCQs) with Answers on Consumer Behaviour. Article shared by (a) The desire to have a commodity or

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service is called: ... Consumer ' s goods (ii) Producers ' goods (iii) Public goods (iv) Intermediate goods (e) By making a table, a carpenter creates:

26 Multiple Choice Questions (MCQs) with Answers on ...

Q.21. \_\_\_\_\_ is one of the most basic influences on an individual ' s needs, wants, and behavior. A) Brand B) Culture C) Product D) Price

Ans: B Q.22. In terms of consumer behavior; culture, social class, and reference group influences have been related to purchase and \_\_\_\_\_.

Multiple Choice Questions - DIMR

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To examine the content of consumer behavior literature, trace its evolution, and identify the main streams of research over time, a content analysis was first performed on the arti-cles focusing on consumer behavior. Helgeson et al. (1984) classified 32 years of consumer behavior literature from selected journals and proceedings.

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