



**[Frequently Asked Questions]**

**[Consumer Decision Making &  
Consumer Research Process]**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B.A., 5 <sup>th</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 521 (Five Two One) Consumer Behavior
<b>Unit No. &amp; Title:</b>	Unit - 1 Introduction to Consumer behavior
<b>Lecture No. &amp; Title:</b>	2(Two):  Consumer Decision Making & Consumer Research Process

## **Frequently Asked Questions**

### **Q1. What do you mean by decision or choice?**

A1 decision is the immediate result of the process elements of decision-making.

### **Q2. On what does consumer research paradigms focuses in consumer behavior?**

A2.The research paradigm in the study of consumer behavior focuses on two approaches i.e. , Quantitative research and Qualitative research.

### **Q3. What do you understand by need arousal?**

A3.Need arousal is a measurement of whether the individual understands and recognizes the need for a solution and chooses to activate the remainder of the process, or alternatively the need remains latent and the process is truncated.

### **Q4. What are Projective Techniques?**

A4.Projective techniques are best used to understand the motives of people when they are unconsciously rational.

### **Q5. What do you mean by information utility?**

A5.Information utility can be defined as the collection, processing, and use of information, from any source, to aid in the resolution of the problem or opportunity.

### **Q6. What do you understand by Consumer Characteristics?**

A6. Consumer characteristics are a combination of the two inputs of psychological and social influences, with the addition of key demographic indicators.

### **Q7. What is Qualitative Research in Consumer Behavior?**

A7.This approach makes application of qualitative research techniques to the study of Consumer Behavior.

### **Q8. What are Information Sources?**

A8. These variables relate to information from organizations and interpersonal sources as an input to the decision-making process.

**Q9. What do you mean by Need Arousal?**

A9. Need arousal is a measurement of whether the individual understands and recognizes the need for a solution and chooses to activate the remainder of the process, or alternatively the need remains latent and the process is truncated.

**Q10. What is Decision or choice?**

A10. decision is the immediate result of the process elements of decision-making.