**Attempt 4 Questions**

**Question 1: Define consumer behavior.**

**Consumer Behavior:**

Basic concept in consumer behavior is the recognition of customers needs and wants.

It consists of two broad categories:

1. A decision making process
2. A totality of all the activities and behaviors that consumer displays.

Marketer has to convince the customers to choose his products. Marketer should know:

* What customers buy
* Why the buy
* Where they buy
* When they buy
* How they buy
* Example is shop at village

**Question 2: Differentiate between open ended and close ended questionnaires**.

**Close ended Questionnaires:**

Close ended questions are those questions are answered with a Yes or No. Each question type doesn’t allow the respondent to provide unique or unanticipated answers, but rather, choose from a list of pre-selected options.

**Example:**

Are you feeling better today?

Will you please do me a favor?

**Open ended Questionnaires:**

Open-ended questions are defined as free-form survey questions that allows a respondent to answer in open text format such that they can answer based on their complete knowledge, feeling, and understanding. This means that response to this question is not limited to a set of options.

**Example:**

Interviewopen-endedquestion: How do you plan to use your existing skills to improve organizational growth, if hired?

Customer facing open-ended question: Please describe a scenario where our online marketplace helps you make day-to-day purchases.

**Question 3: Differentiate between disguised and undisguised questionnaire**.

**Disguised Questionnaires:**

Disguised means indirect way of asking questions. Customers do not know the exact purpose/intension of question but can answer easily.

**Example:** which of the following products is more harmful? Why?

**Undisguised Questionnaires**:

Undisguised means questions are open-ended. They are asked directly. Respondents can know what the researcher wants to know

**Example:** There are four products a, b, c, and d. Customers are asked to select the most preferred product.

**Question 4: Define skimming pricing strategy with example.**

**Skimming pricing:**

Skimming pricing is used when a product, which is new in the market or just launched, is sold at a relatively high price because of its uniqueness, benefits to customers or its current Wow factor. However, slowly but surely when the product gets older in the market, then the price is dropped and the product is brought at competitive pricing.

**Example:**

Apple brand

**Long Questions**

**Question 4: Explain different types of surveys.**

**Types of Survey:**

1. **Questionnaires:**

A questionnaire is a research instrument used to conduct a survey consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people.

1. **Face to Face survey:**

A personal interview survey, also called as a face-to-face survey, is a survey method that is utilized when a specific target population is involved. The purpose of conducting a personal interview survey is to explore the responses of the people to gather more and deeper information.

1. **Telephonic survey:**

A telephone survey is one of the survey methods used in collecting data either from the general population or from a specific target population. Telephone numbers are utilized by trained interviewers to contact and gather information from possible respondents.

1. **Mail survey:**

An email survey is one that sends the survey instrument (e.g. questionnaire) to a respondent via email and most often samples respondents via email. Similar to a Web survey, a survey conducted via email most typically uses electronic mail to contact members of the sample

**Question 2: Explain Maslow hierarchy of needs and its relevance too consumer behavior.**

**Maslow Hierarchy of Needs:**

Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid

Maslow (1943, 1954) stated that people are motivated to achieve certain needs and that some needs take precedence over others.

Our most basic need is for physical survival, and this will be the first thing that motivates our behavior. Once that level is fulfilled the next level up is what motivates us, and so on.

1. **Physiological needs** - these are biological requirements for human survival, e.g. air, food, drink, shelter, clothing, warmth, sex, sleep.

If these needs are not satisfied the human body cannot function optimally. Maslow considered physiological needs the most important as all the other needs become secondary until these needs are met.

2. **Safety needs** - Once an individual’s physiological needs are satisfied, the needs for security and safety become salient. People want to experience order, predictability and control in their lives. These needs can be fulfilled by the family and society (e.g. police, schools, business and medical care).

For example, emotional security, financial security (e.g. employment, social welfare), law and order, freedom from fear, social stability, property, health and wellbeing (e.g. safety against accidents and injury).

3. **Love and belongingness needs** - after physiological and safety needs have been fulfilled, the third level of human needs is social and involves feelings of belongingness. The need for interpersonal relationships motivates behavior

Examples include friendship, intimacy, trust, and acceptance, receiving and giving affection and love. Affiliating, being part of a group (family, friends, work).

4. **Esteem needs** are the fourth level in Maslow’s hierarchy - which Maslow classified into two categories: (i) esteem for oneself (dignity, achievement, mastery, independence) and (ii) the desire for reputation or respect from others (e.g., status, prestige).

Maslow indicated that the need for respect or reputation is most important for children and adolescents and precedes real self-esteem or dignity.

5. **Self-actualization needs** are the highest level in Maslow's hierarchy, and refer to the realization of a person's potential, self-fulfillment, seeking personal growth and peak experiences. Maslow (1943) describes this level as the desire to accomplish everything that one can, to become the most that one can be.

Individuals may perceive or focus on this need very specifically. For example, one individual may have a strong desire to become an ideal parent. In another, the desire may be expressed economically, academically or athletically. For others, it may be expressed creatively, in paintings, pictures, or inventions.

**Relevance to Consumer Behavior:**

 Maslow’s theory gives a framework for marketers to work under to ensure their products are reaching the needs of the target market.

**Question 1: What’s the growing impact of internet marketing on consumer behavior.**

The increase of technologies in the business world marketer’s job changes from billboard and print advertisement to more on e-marketing mediums. The design, the target audience specified with the high increase of online marketing, online buying and selling, and online companies web-design. Today’s companies focused on designing the web-page for marketing their product rather than showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is quick, less costly and give accurate information on time. About 80-90% people are attracted with the online advertisement which is done mostly on social websites, as social webs users are not specific to gender and age group so everyone see their type of advertisement on their Facebook pages. Today’s customers are buying products mostly after watching online advertisement rather than by reading a newspapers, magazines or watching T.V. As today’s customers are not brand loyal anymore so with the help of online marketing company give updates of their products or services to maintain loyalty with their customers. For staying into the nowadays business world, companies should adopt e-marketing, e-buying and e-selling, online banking facilities to purchase online goods, ATM cards, mobile marketing and other these kinds of marketing tool. E-marketing is the golden success factor for nowadays marketing firms. A good source of capturing the overall world marketing through online marketing is by imposing advertisement on YouTube, Facebook, E-mail, E-webs for both business advertisement and consumer buying products and services advertisements. For the greater success of any business companies are quickly adopting e-marketing style of advertisement because they see more spark in e-marketing rather than advertised on other commercial tools. Because of e-marketing, e-buying and selling increase, and because of e-buying and selling ATM cards and e-buying, e-shopping and e-marketing reach to the best stage of their success.