

Q1.Explain the difference between needs and wants in consumer behavior.

Q2.How does online shopping behavior differ from traditional brick-and-mortar shopping.

Q3. What is the role of emotional branding in influencing consumer behavior.

Q4.How do demographic factors (age, gender, income, etc.) influence consumer behavior and marketing strategies.

Q5.How can companies use consumer behavior research to improve their marketing strategies and product offerings.

Q6. What factors influence consumer buying decisions.

Q7. Explain the difference between need and want in consumer behavior.

Q8. What is the buying decision process.

Q9.How do emotions influence consumer purchasing decisions.

Q10. What is the impact of online reviews and recommendations on consumer decisions.

Q11. What is the role of consumer satisfaction in influencing future purchasing behavior.

Q12. How does culture affect consumer behavior.

Q13. Explain the concept of "Maslow's Hierarchy of Needs" and its relevance to consumer behavior.

Q14. What is the concept of "impulse buying" in consumer behavior.

Q15. How do environmental factors (e.g., season, economy) influence consumer behavior.