# Chapter 1 Introduction to Consumer Behaviour and Overview of the Global Food and Drink Sector

## **Multiple Choice Questions**

1. In the field of consumer behaviour, what does CDMP stand for?
2. Common Dominant Daily Purchases
3. Consumer Distribution and Marketing Platform
4. Consumer Decision Making Process
5. Consumer Decision Marketing Plan
6. Which of the following is true?
7. Need recognition comes after purchase, but before post-purchase behaviour
8. Information search comes before need recognition
9. Information search comes before purchase, but after need recognition
10. Need recognition comes after information search, but before purchase
11. Which one of the following is NOT a stage in the consumer decision-making process?
    1. Need recognition
    2. Impulse purchase
    3. Information search
    4. Post-purchase Evaluation
12. Which amongst these is as common characteristic of agricultural products?

a. Seasonal variations

b. Bulkiness

c. Perishability

d. All the above

1. Worldwide, how many kcal did people consume per person per day in 2015?

a. 1950

b. 2950

c. 3000

d. 3200

1. What is the amount of global food loss and wastage per year as estimated in 2011?

a. 1.3 billion tons

b. 4.4 billion tons

c. 0.5 billion tons

d. 6.7 billion tons

1. What is the first step in the consumer decision-making process?

a. Evaluation of alternatives

b. Information search

c. Post-purchase behaviour

d. Need recognition

1. Which of the following is true?
2. Consuming refers to decisions about buying products
3. Consumer behaviour is about making people buy things
4. Consuming refers to the ways in which people use products
5. Consumer behaviour is about making products available to consumers at the right time in the right place
6. The study of human behaviour in groups is called:
7. Anthropology
8. Sociology
9. Psychology
10. Reference groups
11. The study of study of mental processes or the way people think is called:
12. Psychology
13. Anthropology
14. Sociology
15. Economics

**Revision questions**

1. Discuss the causes and impacts of increasing consumer health concerns.
2. Identify and discuss any one key characteristic of agricultural products.
3. How much of global agricultural land is taken by respective farm sizes.
4. What are the commonly consumed crops and livestock in the world?

**Answers**

### Multiple choice questions

1. C
2. C
3. B
4. D
5. B
6. A
7. D
8. C
9. B
10. A

### Revision questions

1. *Discuss the causes and impacts of increasing consumer health concerns.*

The high proportion of obesity and chronic diseases as well unsafe food in the supply chain have contributed to raised consumer health concerns. This has subsequently influenced food and drink marketing policy changes such as those touching on labelling on the amounts of salt and sugar in food. Consumers have created new food consumption patterns or embraced a healthy lifestyle. The amount of fruit and vegetables consumed (healthy foods) has also increased dramatically.

1. *Identify and discuss any one key characteristic of agricultural products.*

*Large crop variations –* These are due to inconsistencies in weather and environmental factors. These are always changing, meaning that most crops are grown at certain times of the year so aren’t always in production. Even if crops are grown in the same season, the weather variations (such as heavier rains) in different years create variations in the amounts that are produced from crop and livestock. One year one crop might not grow as well as the year before. For these reasons there are large crop variations.

1. *How much of global agricultural land is taken by respective farm sizes.*

The vast majority of the world’s farms are small. Farms of less than 1 hectare account for 72% of all farms but only operate 8% of the world’s agricultural land. Small farms between 1 and 2 hectares account for 12% of farms but control 4% of the world’s agricultural land. Farms sized around 2 to 5 hectares account for 10% of farms and control 7% of the world’s agricultural land, while farms that are over 5 hectares in size account for 6% of farms but control 81% of the world’s agricultural land (Lowder, S.K., Skoet, J. and Raney, T. (2016) The number, size, and distribution of farms, smallholder farms, and family farms worldwide. *World Development* 87, 16—29.).

1. *What are the commonly consumed crops and livestock in the world?*

The most important food source for human consumption in the world is cereals and the main crops include wheat, rice, barley, maize, rye, oats and millet. The top livestock produced are cattle, sheep, goats and pigs.