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# Consumer Behaviour — MARK 305

## Final Exam (20%) — Chapters 9–10–11–15

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### *Chapter 9: Individual Decision Making (p.242–276)*

#### **GLOSSARY**

**Consumer Hyperchoice:** an overabundance of choices for the consumer

**Rational Perspective:** a view of the consumer as a careful, analytical decision maker who tries to maximize utility in purchase decisions

**Purchase Momentum:** an increase in the likelihood of buying after initial purchases are made

**Behavioural Influence Perspective:** an increase in the likelihood of buying after initial purchases are made

**Experiential Perspective:** an approach stressing the gestalt, or totality, of the product or service experience, focusing on consumers' affective responses in the marketplace

**Habitual Decision Making:** the consumption choices that are made out of habit, without additional information search or deliberation among products

**Extended Problem Solving:** an elaborate decision-making process, often initiated by a motive that is fairly central to the self-concept and accompanied by perceived risk; the consumer tries to collect as much information as possible and carefully weighs product alternatives

**Limited Problem Solving:** a problem-solving process in which consumers are not motivated to search for information or to evaluate each alternative rigorously; they instead use simple decision rules to arrive at a purchase decision

**Problem Recognition:** stage in decision making in which the consumer realizes that there is some difference between his or her actual state of affairs and some desired state

**Information Search:** the process whereby a consumer searches for appropriate information to make a reasonable decision

**Search Engine:** a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user; used especially for finding particular sites or sources of information on the Web

**Search Engine Optimization:** the procedures companies use to design the content of websites and posts to maximize the likelihood that their content will show up when someone searches for a relevant term

**Maximizing:** a decision strategy that seeks to deliver the best possible result

# Practice Exam For Chapter 9 Consumer Behavior

**Gordon Foxall**



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