

Study Guide for Mini-term 3 (Chapters 4, 5, 12)

In order to prepare for this mini-term, here are the major points you should study.

You should be able to

- Understand the consumer purchase decision process and what occurs in each step
- Categorize products in Evoked, Inert, and Inept sets
- Recognize cognitive dissonance
- Determine which needs are higher or lower on Maslow's hierarchy
- Explain what influences our buying decisions
- Understand the self-concept theory
- Characterize the differences between B2B and B2C
- Explain the use of the various supply chains and intermediaries
- Explain the various roles in a buying centre

