



Individual Decision Making

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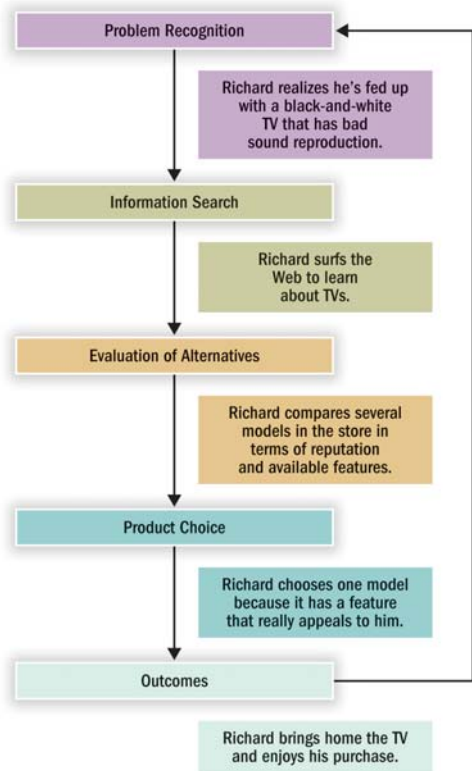
Business 50.9 Consumer Behavior

Brooklyn College

Study Guide 9

COLLEGE Critical Thinking and Concept Application

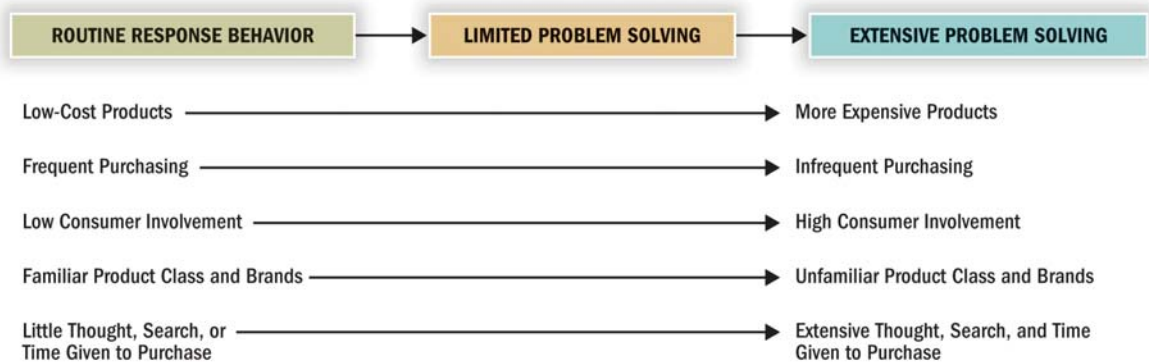
Chapter 9 Individual Decision Making



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1. Consumer decision making is a central part of consumer behavior, but the easy people evaluate and choose products vary widely, depending upon such dimensions as the degree of novelty or risk related to the decisions. Explain
2. A decision is actually composed of a series of stages that results in the selection of one product over competing options. Explain.
3. Our access to online sources is changing the way we decide what to buy.
4. Several perspectives exist regarding decision making. Briefly explain Rational Perspective Behavioral Influence Perspective, and Experiential Perspective.
5. What is purchase momentum?
6. What is an exemplar product?

7. List 3 product attributes that consumers can use as product quality signals and provide and example of each.



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