



The Tablet PC

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Business 50.9 Consumer Behavior

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Case Study

Critical Thinking and Concept Application



Chapter 9 Individual Decision Making: The Tablet PC

1. List the 5 stages in consumer decision making.
2. What is problem recognition?
3. Briefly define the following types of consumer decisions: Extended, Limited, and Habitual Problem Solving.
4. List and briefly define 4 types of information search.
5. What is perceived risk? List 5 types of perceived risk?
6. In evaluating alternatives there are an **evoked set** and a **consideration set**. What is the difference? What is **evaluative criteria** and **determinant attributes**?



7. Generate a list of 3 potential “problem” situations that would motivate computer customers to consider buying a tablet pc. Consider the situations that lead to problem recognition.
8. Based on the problem situations considered above, trace the path through the **stages of the consumer decision-making process** for the identified problems. List each stage and explain in 1-2 sentences using the tablet pc as the basis.