1. What is NOT a risk associated with purchase decisions?
a. Performance
b. Financial
c. Social
**d. All of these are risks associated with purchase decisions**

2. What stage does the consumers complete the recognition stage in the consumer decision process?

a. Secondary Needs

b. Primary need

**c. Search for Information**

d. Evaluate alternatives

3. What are the two types of information search?

a. Location search and Risk search

b. **Functional search and Internal search**

c. Functional search and Risk search

d. External search and Internal search

4. Who came up with one of the best-known paradigms for explains for have needs for love, esteem, and self-actualization?

a. Sigmund Freud

**b. Abraham Maslow**

c. Abraham Lincoln

d. Carl Jung

5. What step does the consumer search for information during the consumer decision process?

a. First

**b. Second**

c. Third

d. Forth

6. Which of the following are possible postpurchase outcomes?
a. Customer loyalty (or disloyalty)
b. Customer satisfaction
c. Postpurchase cognitive dissonance
**d. All of the above**

7. A(n) \_\_\_\_\_ risk is a risk concerned with how a person will feel if the product or service does not convey the right image.
**a. psychological**
b. social
c. consumer
d. image

8. Which of the following brands launched a successful social media campaign stressing determinant attributes to appeal to Millennial consumers looking for healthier alternatives?
a. Kashi
**b. La Croix**
c. Chipotle
d. Michelob (Ultra)

9. Which set of attributes are features that are important to the buyer and on which competing brands are perceived to differ?
**a. Determinant**
b. Hard
c. Soft
d. Product

10. Which of the following is one element in the choice architecture that encourages consumers to purchase impulse products?
a. Push
b. Bump
**c. Nudge**
d. Coax

11. Which of the following is not a step in the consumer decision process?
a. Need Recognition
b. Information Search
c. Alternative Evaluation
**d. Weighted Choice**

12. According to the reading, buying a Dior purse as opposed to a cheaper option is an example of?
a. A want
b. A luxury need
c. A Functional need
**d. A Psychological need**

13. According to the reading, people who do extensive research before buying a stock have?
a. External information
**b. An internal Locus of control**
c. An investment need
d. Access to more information

14. The 5 types of risk associated with delayed or discouraged purchases include which of these?
**a. Performance**
b. Economic
c. Religious
d. Socio-political

15. Consumer decision rules can be?
a. Compensatory
b. Non-Compensatory
c. Mutually exclusive
**d. A&B above.**

16. High Involvement Consumers tend to display what kind of buying behavior?
a. Peripheral Processing
b. Less Attention
**c. Deeper Processing**
d. Weak Attitude

17. Which purchasing decision is NOT an example of Limited Problem Solving?
a. Habitual Decision Making
b. Relying on past experience
c. Impulse Buying
**d. Seeking Information**

18. What is a Social element that influences the Consumer Decision Making Process?
a. Family
b. Reference Groups
c. Culture
**d. All of the above**

19. What is the third group in Maslow’s Hierarchy of Needs?
**a. Love**
b. Safety
c. Esteem
d. Physiological

20. \_\_\_\_\_\_ refers to the way consumers spend their time and money to live.
a. Learning
**b. Lifestyle**
c. Perception
d. Culture