



JA Marketing Principles 1®

Quiz: Post-Session 2.1: Consumer Decision-Making

Circle the best answer for each question.

- 1. What activities does the buying-decision process encompass?**
 - a. from gathering information to making a purchase decision
 - b. from gathering information until after the purchase
 - c. from recognizing a need to making a purchase decision
 - d. from recognizing a need until after the purchase
- 2. What is a reason why an impulse purchase placement might NOT be effective?**
 - a. It doesn't fill a need or solve a problem.
 - b. It's too expensive.
 - c. It isn't something the purchaser wants.
 - d. It's the wrong brand.
- 3. Which of these is NOT a method consumers use to gather information about a potential purchase?**
 - a. their own knowledge and experience
 - b. recommendations from friends
 - c. reviewing the instruction manual of a related item
 - d. identification of retail sources for the purchase
- 4. What is the foundation of brand loyalty?**
 - a. in-depth research
 - b. purchase satisfaction
 - c. sharing experiences on social media
 - d. pricing
- 5. Which of the following is NOT a reason a purchase can be defined as low-involvement?**
 - a. It's a repeat purchase.
 - b. It's a routine purchase.
 - c. It requires analysis.
 - d. It carries little risk.