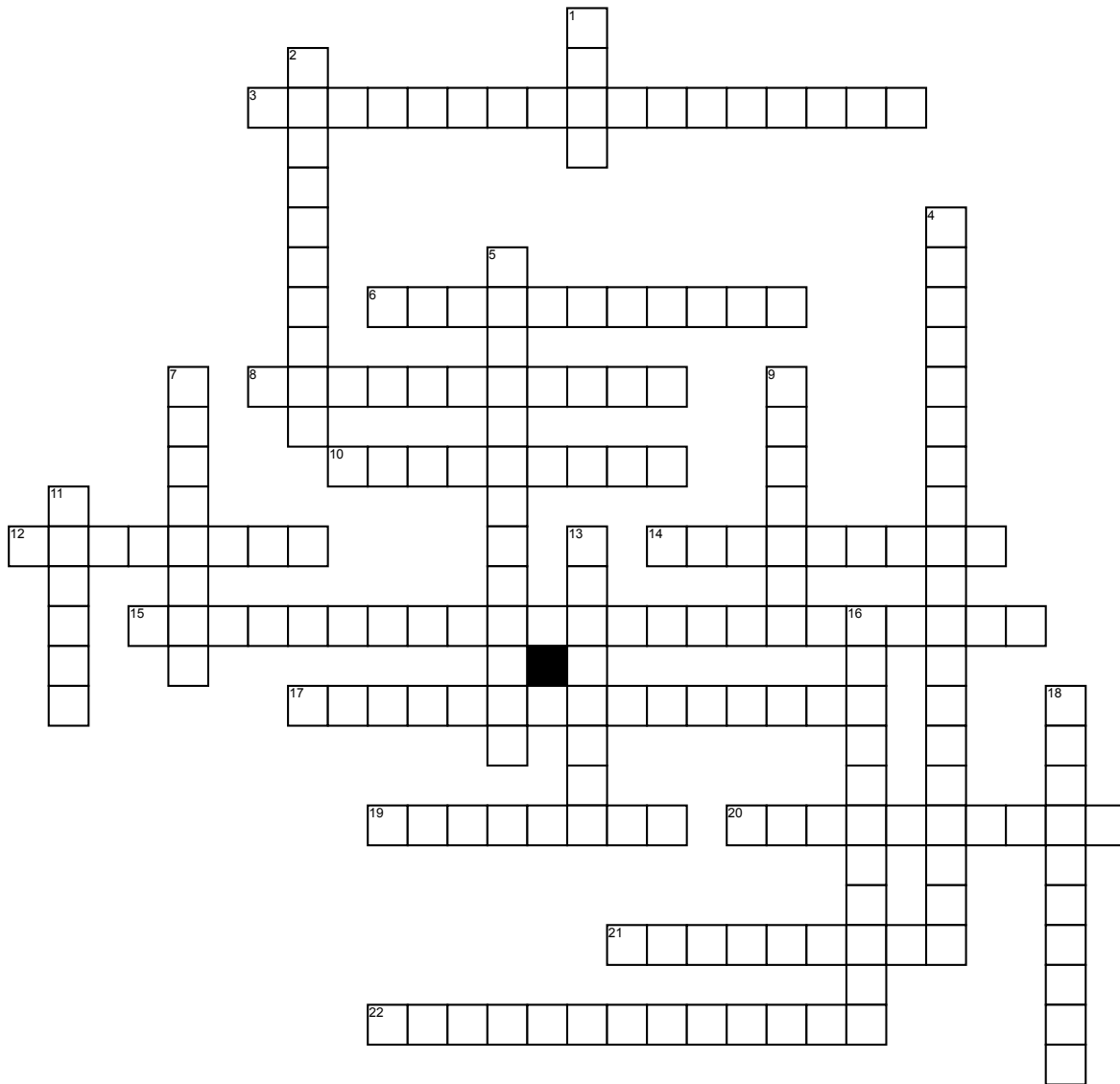


Name: _____

MARKETING MANAGEMENT N4: CHAPTER 3



Across

- 3. It is an example of selective perception where the consumer purposefully avoids exposure to certain stimuli
- 6. Step 2 of the purchasing process is the search for...
- 8. Various organisations, persons or institutions who stock the same or nearly the same products
- 10. The type of decision made at the till point
- 12. It can be an indication of spending patterns, purchasing habits and cultural relations.
- 14. It is an individual determinant of consumer behaviour that is learned and object specific.

- 15. The type of selective perception where an individual does not interpret the stimuli in the way the marketer intends
- 17. Formal and informal groups who influence the behaviour of individuals
- 19. A type of decision a customer would make when buying durable product such as a car
- 20. The driving force that impels a person to action
- 21. A reason why a customer would feel cognitive dissonance is when the product is...
- 22. The phase of the family lifecycle where the children have reached the adolescent state

Down

- 1. The family member who will use or consume the product

- 2. It is the way an individual selects, organises and interprets stimuli
- 4. The feeling of uncertainty a consumer experiences after a purchase transaction
- 5. The need for love and to belong to a group
- 7. The demand side of the market
- 9. A type of decision made without purposefully thinking about it
- 11. A company like Outsurance appeals to this need
- 13. A personality type where the person wishes to "move away from others"
- 16. The type of reference group that a person aspires to belong to
- 18. The study of the human population