

### MKT 315 quiz 3 chapter 3

Topic 3 Quiz is a multiple-choice quiz that covers Chapter 3. This is a timed quiz lasting 15 minutes.

- 1- Some of the reasons that make people decide what to buy are: **Personal, situational, psychological, and social interactions**
- 2- What are the factors influencing consumer behavior economic factor: **Psychology, demographic, Economic**
- 3- The factors that include demographics, culture and subcultures are known as: **Sociocultural factors**
- 4- A process by which consumers choose to remember or reject and forget the information proffered is known as **Selective retention**
- 5- The purchase that involves the reordering of goods or services already under contract is **Straight rebuy**
- 6- Who is affected by the individual consumer tolerance of risk? **Purchase decision**
- 7- Recent reports show that % of consumers report that they trust online reviews left by other consumers as much as personal recommendations. **85%**
- 8- Maslow's hierarchy of needs is **Self-actualization, esteem, love, safety, physiological**
- 9- Which purchases usually involve a more complex process **New buy**
- 10- Among specific filters, which one is the selective perception? **Selective attention**