

Lesson 57: What Motivates Buyers

Name: _____

Quiz Grade: _____

Directions: Use the textbook Chapter 6-2 (pages 160-167) to define the following terms.

Motivation (p160)	
Buying Motives (p161)	
Emotional Motives (p161)	
Rational Motives (p162)	
Patronage Motives (p162)	
Buying Behavior (p163)	
Consumer Decision Making Process (p163)	

Directions: Use the textbook Chapter 6-2 (pages 160-167) to answer the following questions.

1.) In the space below, distinguish between the three buying motives. (p161-163)

Emotional Motives:

Rational Motives:

Patronage Motives:

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2.) Describe the 5 steps in the consumer buying process:

Problem Recognition:

Information Search:

Evaluate Alternatives:

Purchase:

Postpurchase Evaluation:
