**Consumer Behavior**

Assignment # 1 (20 Points)

Name……………………………………….

1. Consumer behavior is influenced by four major factors. Explain in one page.

2. What is consumer behavior?

3. Explain the differences among the initiator, influencer, decision maker, and buyer with your own example for each.

4. What are the five stage of purchasing process?

5. Can you be influenced by your best friend to buy some products? Explain with one example