**Consumer Behavior**

**Assignment # 4 (20 points)**

Name…………………………………………

1. Draw a chart for Five Steps in Decision Making Process and explain each step.

2. What are two of consumer decision rules? In your opinion, which rule is about a common sense? Why?

3. List and explain three levels of consumer decision making.

4. Suppose you want to buy a new car after your graduation from International College. Explain the five steps in decision making process.

1. Need Recognition --- ( Example: My need recognition is about the need for a car to go to work. Also, the car needs to be small and not expensive.)

2. Information Search ---

3. Evaluation of Alternative ---

4. Purchase Decision---

5. Post-Purchase Behavior---