**Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.3 Questions**

Checkpoint pg. 47

What is the difference between needs and wants?

Checkpoint pg. 48

List the five steps in the consumer decision-making process.

2.3 Questions pg. 49

1. How does an understanding of consumer behavior help marketers make

better decisions about a marketing strategy?

2. Why would consumers use emotional or loyal motives rather than rational

motives when purchasing a product?

3. Under what circumstance would a consumer make a decision to buy a

product even if it appeared the product would not offer full satisfaction?

4. In what ways can promotion be misused by a company when marketing a

product?