

1. Read the text and fill in the blanks with the most suitable title below.

- a) 'after-purchase behaviour'
- b) 'knowing what you need'
- c) 'purchase decision'
- d) 'alternative evaluation'
- e) 'searching information'

2. Answer the questions. Give short answers.

- a) Why is 'purchasing' a complex decision process?

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- b) What does a consumer do at the first stage of the process?

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- c) What do the consumers do if they have no idea about the product or brand?

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- d) What are the variables in 'alternative evaluation' stage to choose the best product?

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- e) What may affect the consumers' buying decision at the fourth stage?

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- f) What happens when the consumer is satisfied with the product?

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