Principles of Marketing

Learning Targets for Chapter 10:

# I can…

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| POMStandard | Description/Skills Set | Level of Knowledge1 – got it2 – getting it3 – no clue | Level of Knowledge1 – got it2 – getting it3 – no clue |
|  |  | **Beginning of Chapter**  | **End of Chapter** |
| 10.1-1  | Explain how a hierarchy of needs impacts consumer buying behavior. |  |  |
| 10.1-2 | Describe common factors that influence consumer buying.  |  |  |
| 10.1-3  | Define categories of consumer buying motives. |  |  |
| 10.1-4  | Summarize steps in the customer decision-making process. |  |  |
| 10.1-5  | Describe each level of consumer buying decisions. |  |  |
| 10.2-1  | Identify common variables used to segment businesses in the B2B market. |  |  |
| 10.2-2  | Describe common factors that influence business-customer buying. |  |  |
| 10.2-3  | Describe levels of buying decisions made by business customers. |  |  |

**Chapter 1 Key Vocabulary**

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| consumer behavior |  |
| hierarchy of needs |  |
| self-actualization  |  |
| social environment |  |
| reference group |  |
| situational influence |  |
| psychological influence |  |
| motive |  |
| buying motive |  |
| consumer decision-making process |  |
| value |  |
| impulse buying decision |  |
| routine buying decision |  |
| limited buying decision  |  |
| extensive buying decision |  |
| producer |  |
| reseller |  |
| service business |  |
| government market |  |
| institution  |  |
| North American Industry Classification System (NAICS)  |  |
| internal influence |  |
| external influence |  |