

## Discussion questions – Topic 1

1. Describe the need recognition process that took place before you purchased your last can of soft drink. How did it differ from the process that preceded the purchase of a new pair of sneakers (or a new item of clothing)? What role, if any, did advertising play in your need recognition? What role, if any, did pricing play in the decision making process?
2. Let's assume that you are planning to spend a month touring Europe and you are in need of a good video camera. Develop a list of product attributes that you will use as the purchase criteria for evaluating different video cameras.
3. List the criteria you considered when choosing which university to attend. Describe how you acquired information on the different institutions as regards the attributes that were important to you, and explain how you made the decision.