**Choose one of the four types of vehicles from below**

**Mini-van Pick-up truck SUV Sports Car**

**Need Recognition**

External Stimulus that an advertiser would use to persuade you?

What does a marketer do to make you feel like you need their product?

**Information Search**:

* What are some examples of how **internal & external** information searches could take place?
* Give an example of how non-marketing controlled information source(s) could be used?
* Give an example of how Marketing-Controlled information source(s) could be used?
* Develop a list of at list three possible vehicles that could be in your **evoked set** for this type of car?

**Evaluation of Alternatives**

List 3 attributes of the vehicle you would consider **most important** when purchasing (color, cost, style, etc…)

Visit a website that sells the vehicle you have chosen. What does this company do to help you narrow down your alternatives to see exactly what car best meets your needs?

Examples: [www.carmax.com](http://www.carmax.com) [www.cars.com](http://www.cars.com)

**Purchase**

What is the vehicle you would purchase based on the one that best meets your needs & what is the purchase price?

**PostPurchase Behavior**

How could a consumer experience Cognitive dissonance when purchasing a vehicle? **Detail a scenario in which someone would have a high level of dissonance regarding the purchase they made.**  From your scenario I should be able to understand the definition of Dissonance and how it could apply to a person buying a car.

There are a variety of ways in which you could go about this but if struggling,

* If you lease a car all the time and this is your first car purchase
* First car purchase ever
* First experience with a certain type of car, brand, etc…

What does a customer do to limit their level of Dissonance?

What do Marketers/Sales Professionals do to limit the Dissonance a customer has?

**Decision-Making Process**

What level of decision-making would a car purchase be? List the reason and three factors that led you to choosing that model of decision-making.