**Answers**

1. b) buyer’s black box

2. b) consumer buying behaviour

3. c) advisor

4. a) need recognition

5. d) over-the-counter medicine

6. d) organizational buying behaviour

7. b) post-purchase evaluation

8. b) initiator

9. c) controls the flow of information to and from the buying group

10. b) modified rebuy

11. a) set of values

12. d) to let people know that they can afford to own them

13. d) the majority of consumers prefer the social and physical interaction of going to the shops

14. b) design

15. a) that the consumer’s behaviour can be determined through their intention to perform the behaviour