**Chapter 4, 5, 6, 8 Study Guide**

1. Define a need
2. Motivation
3. Utilitarian vs. hedonic
4. Henry Murry/TAT Test
5. Specific needs and buying behavior: Achievement, affiliation, Power, Uniqueness
6. Product involvement: Low (inertia) and High
7. Cult products
8. Maslow’s Hierarchy of needs – product tagline examples (chart)
9. Factors of a flow state
10. Core values and purchase behavior
11. Enculturation
12. Acculturation
13. Socialization agents
14. Materialists/Non-materialists
15. Emic believers
16. Etic believers
17. Unique self, ideal self, actual self, extended self and impression management
18. Self-esteem, self-image, self-concept attributes
19. Symbolic self-completion theory
20. Communal goals
21. Agentic goals
22. Androgynous traits
23. Sex-typed traits
24. GLBT definition and market size
25. Define Personality
26. Freud, Id, Superego, Ego
27. Motivational research and consumption motives
28. Trait Theory and measurements (innovativeness, materialism, self-consciousness, need for cognition, Frugality)
29. Brand personality
30. Brand equity
31. Psychographics
32. Lifestyle dimensions
33. AIOs
34. Prizm clusters/VALS2
35. Geodemography
36. Five ills of consumer behavior
37. Consumer decision making process
38. 4 decision making perspectives
39. Types of consumer decisions (habitual/extended)
40. Routine, Limited, Extensive buying decision behavior continuum
41. Five types of perceived risk
42. Neuromarketing
43. Cybermediaries
44. Consumer inertia