

## Unit #4: Chapter Questions

1. Suppose research at Sony reveals that prospective buyers are anxious about buying expensive high-definition television sets. What strategies might you recommend to the company to reduce consumer anxiety?
2. A Porche salesperson stopped taking orders on new cars because he was unable to satisfy the demand with the limited number of cars in the showroom and lot. However several people backed out of the contract within two weeks of signing the order. What explanation can you give for this behaviour and what would you recommend?
3. What stage of the family life cycle would the purchase of the following products and services most likely be identified: (a) bedroom furniture, (b) life insurance, (c) a Caribbean cruise, (d) a house mortgage, and (e) children's toys?