

acceptable quality

the product is fit for the purpose for which it is being sold, acceptable in appearance and finish, free from defects, safe and durable

advertising

a paid, non-personal message communicated through a mass medium

attitude

a person's overall feeling about an object or activity

bait and switch advertising

promoting a few products at reduced and enticing prices to attract customers

brand loyalty

when a favourable attitude towards a single brand results in repeat sales over time

consumer
exploitation

when the rights of
consumers are
ignored

consumer guarantees

a comprehensive set of
rights and remedies for
defective goods and
services

customer choice

the decisions and actions of
customers when they search for,
evaluate, select and purchase
goods and services; also known
as buying behaviour

dishonest advertising

when an advertisement uses
words that are deceptive or
claims that a product has
some specific quality when it
does not

greenwashing

the practice of making a misleading
or deceptive claim about the
environmental benefits of a
product, business practice or
technology in order to present a
positive public image

implied conditions

the unspoken and unwritten terms of a contract

learning

changes in an individual's behaviour caused by information and experiences

materialism

an individual's desire to constantly acquire possessions

motive

the reason that makes an individual do something

perception

the process through which people select, organise and interpret information to create meaning

personality

the collection of all the behaviours and characteristics that make up that person

price discrimination

the setting of different prices for a product in separate markets

product placement

the inclusion of advertising in entertainment

psychological factors

influences within an individual that affect his or her buying behaviour

puffery

exaggerated praise or flattery, especially when used for promotional purposes that no reasonable person would take as factual

reference group

a group of people with whom a person closely identifies, adopting their attitudes, values and beliefs

self-image

how a person views himself or herself

self-regulation

a system by which a business or industry controls its own activities rather than being publicly regulated by an outside organisation such as the government

social class or socioeconomic status

a person's relative rank in society, based on his or her education, income or occupation

sociocultural influences

forces exerted by other people and groups that affect an individual's buying behaviour

sugging

selling under the guise of a survey; a sales technique disguised as market research

unconscionable conduct

any practice by a business that is just not reasonable and often illegal

viral marketing

a method of promotion that involves the spreading of messages from person to person without the involvement of the originator; commonly known as word-of-mouth advertising
