

1. Match each type of purchase product with its definition.

1. Convenience products	a products and services that consumers don't make often and usually perform research before
2. Informed purchases	b products that consumers buy out of necessity rather than desire. Typically, items that customers don't feel excited to buy
3. Specialty items	c items and services that customers purchase on a regular basis with little thought
4. Mandatory purchases	d unique products that marketers can advertise to a certain demographic of consumers without worrying about their competition

2. Indicate what type of purchase these items and services are.

