

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

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|-------------------------|---|---|
| 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.

