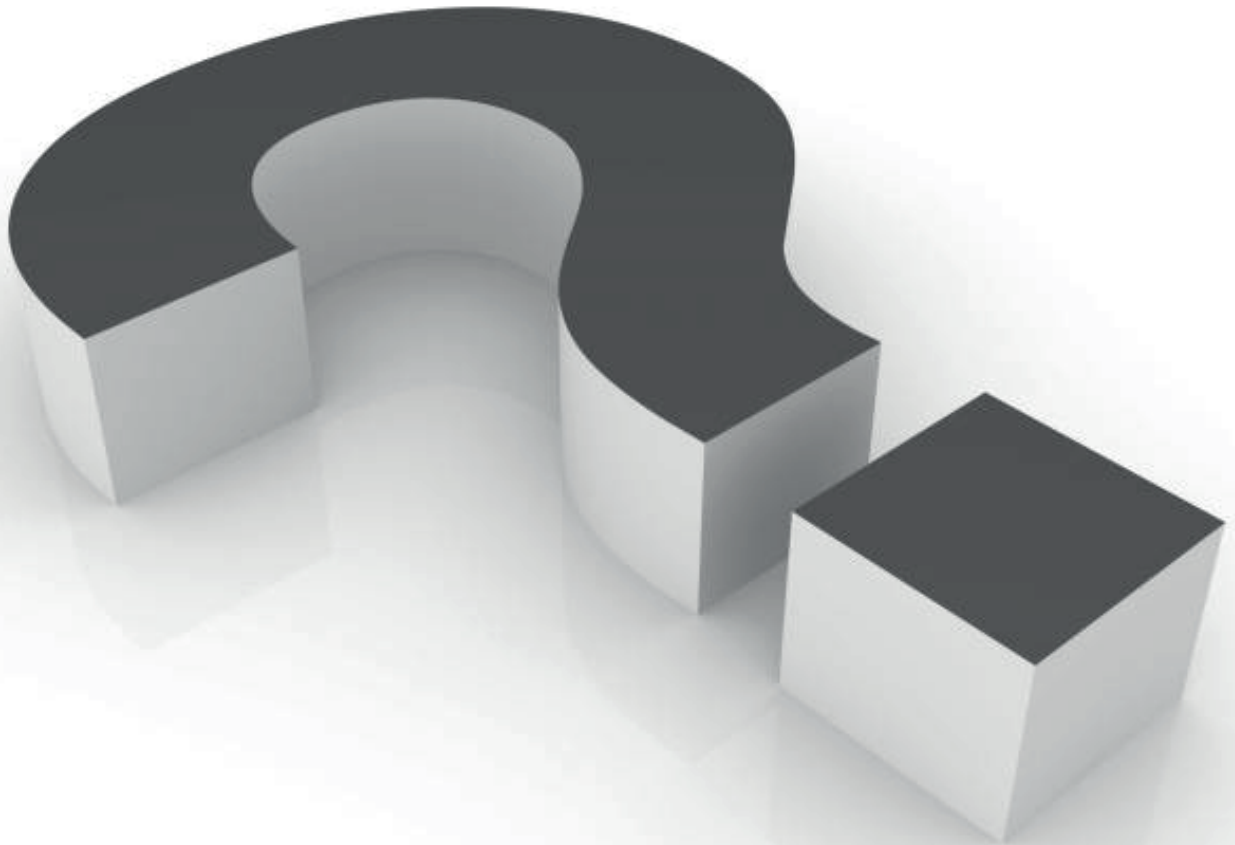




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Introduction to Marketing



Question 02: Explain how the following factors affect your buying decision. Support your answer with an example.

1. Family
2. Lifestyle
3. Motivation
4. Role and status
5. Social class

