

1. 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	20. puffery	exaggerated praise or flattery, especially when used for promotional purposes that no reasonable person would take as factual
2. advertising	a paid, non-personal message communicated through a mass medium	21. reference group	a group of people with whom a person closely identifies, adopting their attitudes, values and beliefs
3. attitude	a person's overall feeling about an object or activity	22. self-image	how a person views himself or herself
4. bait and switch advertising	promoting a few products at reduced and enticing prices to attract customers	23. 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
5. brand loyalty	when a favourable attitude towards a single brand results in repeat sales over time	24. social class or socioeconomic status	a person's relative rank in society, based on his or her education, income or occupation
6. consumer exploitation	when the rights of consumers are ignored	25. sociocultural influences	forces exerted by other people and groups that affect an individual's buying behaviour
7. consumer guarantees	a comprehensive set of rights and remedies for defective goods and services	26. sugging	selling under the guise of a survey; a sales technique disguised as market research
8. customer choice	the decisions and actions of customers when they search for, evaluate, select and purchase goods and services; also known as buying behaviour	27. unconscionable conduct	any practice by a business that is just not reasonable and often illegal
9. dishonest advertising	when an advertisement uses words that are deceptive or claims that a product has some specific quality when it does not	28. 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
10. 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		
11. implied conditions	the unspoken and unwritten terms of a contract		
12. learning	changes in an individual's behaviour caused by information and experiences		
13. materialism	an individual's desire to constantly acquire possessions		
14. motive	the reason that makes an individual do something		
15. perception	the process through which people select, organise and interpret information to create meaning		
16. personality	the collection of all the behaviours and characteristics that make up that person		
17. price discrimination	the setting of different prices for a product in separate markets		
18. product placement	the inclusion of advertising in entertainment		
19. psychological factors	influences within an individual that affect his or her buying behaviour		