

In both qualitative and quantitative research, the research report includes a brief \_\_\_\_\_ summary of the findings.  
executive

A \_\_\_\_\_ data is any information originally generated for some purpose other than the present research objectives.  
secondary

\_\_\_\_\_ Search is the process by which we survey the environment for appropriate data to make a reasonable decision.  
Information

\_\_\_\_\_ Dissonance involves the doubt or anxiety a consumer has after making a difficult or major purchase decision.  
Post-purchase

The \_\_\_\_\_ theory assumes that the consumer possesses enough expertise to determine which option maximizes their value, and therefore make their choices based on this.  
rational choice

Companies and marketers have easy access to provide consumers with information they might be interested in, through their \_\_\_\_\_.  
websites

It is worthy to note that the consumerâ€™s \_\_\_\_\_ plays a key role in problem recognition.  
perception

\_\_\_\_\_ enables marketers to study and understand consumersâ€™ needs and wants and how they make consumption decisions.  
Consumer research

Problem recognition is when we experience a significant difference between our current state (actual state) of affairs and some state we desire (\_\_\_\_\_ state).  
ideal

There are \_\_\_\_\_ main scenarios in making an outlet or product selection decision.  
three