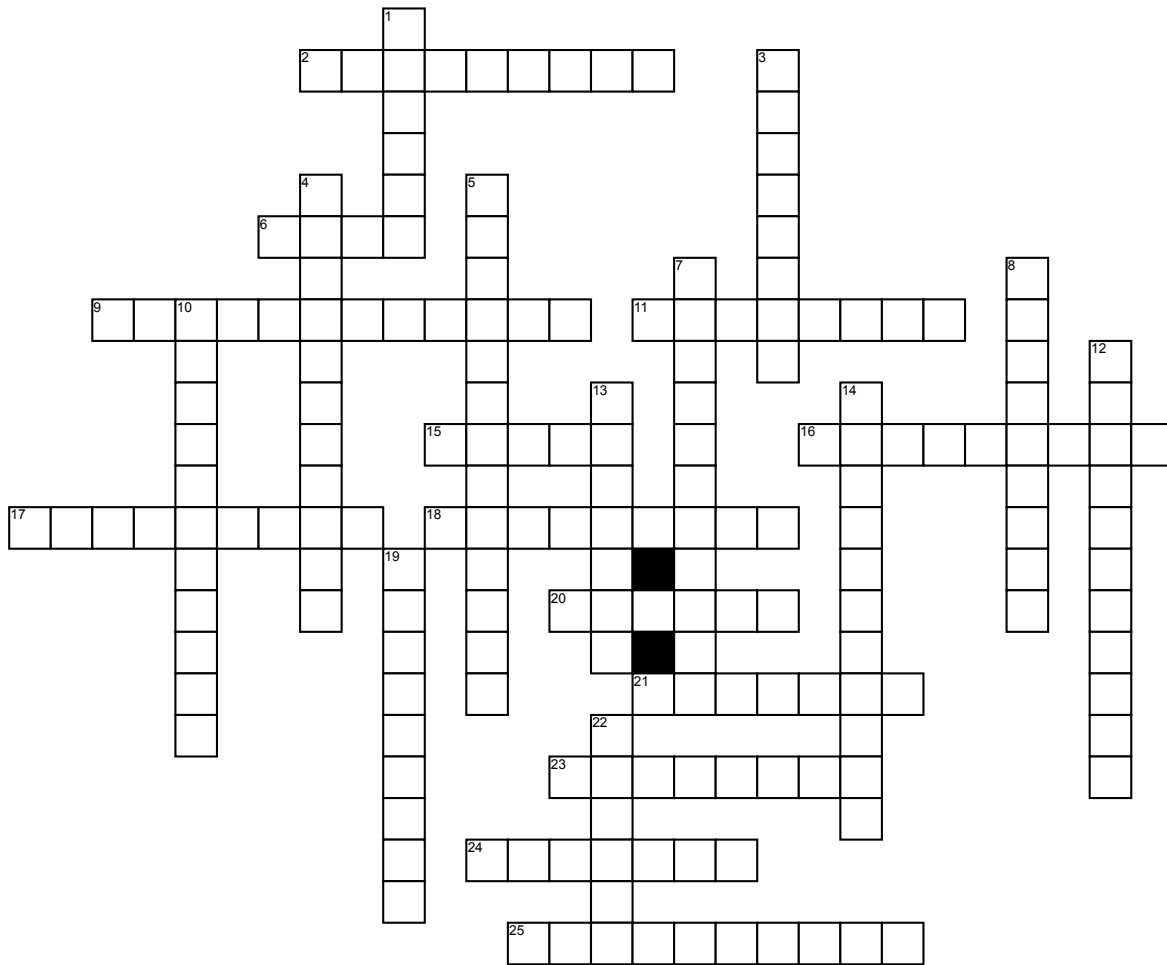


Name: _____

Study Guide



Across

2. What is a contiguous geographic area which accounts for the majority of a store's sales and customers
6. what is the descriptive collection of words that give detailed information about a product
9. Items for which customers do not engage in advanced planning. Typically in high-traffic areas, specially the pages surrounding the order form
11. what kind of store offers a broad variety of merchandise, limited service, and low prices
15. The _____ rate is an interest rate charged to commercial lending institutions by the Federal Reserve Bank.
16. One of the 6 C's of social commerce that builds sustainable relationship by providing value
17. a small store that sells stylish clothing, jewelry, or other usually luxury good, the work is French for "shop". Offers customized services
18. A decline in prices and wages because of a reduction in the amount of money available

20. what's the short term events held in a physical location that serve as a long-term
21. two or more companies pooling resources in order to be one large company
23. A view of where participants look based on fixations
24. _____ season is typically a "make it or break it" time for retailers
25. What services performed on previously purchased products
- ## **Down**
1. the most influential reference group on buying behavior
3. One of the 6 C's of social commerce that transactional web presence
4. Goods that are placed within a retail store but revenue is not generated until the product is sold
5. The marketing of goods or services by means of telephone calls, typically unsolicited, to potential customers

7. a parent company selling one of its businesses to another company
8. One of the 3 aspects of value-oriented retail strategy that elements not yet perfected by a competing retailer
10. perception a customer has of a company or product in relation to others
12. A form of online targeted advertising by which online advertising is delivered to consumers based on previous internet actions that did not in the past result a conversion
13. A mixture of a magazine and a catalog
14. A social movement advocating fair interaction between people & merchants
19. What increase in prices over time because of an increase in volume of money & credit
22. One of the three levels of analysis that refers to the part of the country, particular city, or Metropolitan Statistical Area