

NAME: _____

DATE: _____

CASE STUDY

Needs vs. Noise

What + Why: If all choices are \$1,500, the real difference isn't price. Instead, it's how features and marketing shape perception, and recognizing that helps you make a decision based on what you need, not what you're being sold.

All four laptops cost the same, but they are presented in ways that make them feel very different. Features, branding, and promotional language can shape perception before careful comparison even begins. In this activity, you will examine how those differences are framed and consider whether they reflect meaningful distinctions or marketing noise.

Supporting Materials:

Topic 4: Introduction (Case Study)

Laptop Comparison Shopping (Case Study)

**Instructions:**

1. Read the **Topic 4: Introduction** and briefly examine the **Laptop Comparison Shopping** materials.
2. Answer the questions provided and be prepared to discuss with the class.

Questions

1. Which marketing taglines most influence perception?

3. How might marketing language distract from comparing the actual specs?