

NAME: _____

DATE: _____

PRE-QUIZ

Consumer Decision-Making

What + Why: A quick, ungraded check on what you already know—your answers help shape the learning ahead. It's okay not to know—just give it your best shot.

Instructions:

1. Answer each question as best you can.
 2. Circle the best answer for each question.
 3. Submit it when you're done.
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1. Tyson is deciding between two pairs of shoes. One has a lower up-front cost, while the other is more durable and aligns with his goal of saving money over time. Which factor BEST explains Tyson's decision?
 - a. immediate cost compared to brand reputation
 - b. short-term cost vs. long-term value
 - c. popularity vs. advertising influence
 - d. peer opinion compared to personal preference
 2. A company advertises a product as "available for a limited time only" to encourage quick purchases. How does this strategy MOST likely influence consumer behavior?
 - a. It encourages consumers to carefully compare product features.
 - b. It creates a sense of urgency that reduces time spent evaluating the purchase.
 - c. It helps consumers better understand how the product works.
 - d. It ensures consumers will choose the highest-quality option.

3. Jani notices that the prices of everyday goods are increasing while her income stays the same. Which action would BEST help her maintain financial stability?
 - a. purchasing large quantities of goods before prices rise further
 - b. wait for prices to return to normal
 - c. adjust her budget by prioritizing needs and reducing wants
 - d. use only cash or a debit card for purchases
4. How can frequent impulse buying MOST likely affect a person's personal well-being?
 - a. It can create a cycle of regret and stress related to overspending.
 - b. It permanently lowers a person's social status among peers.
 - c. It eliminates interest in hobbies and activities over time.
 - d. It prevents a person from meeting any basic needs.
5. A student sees a trending product online and feels the urge to buy it immediately. Which strategy would be MOST effective in helping the student make a more thoughtful decision?
 - a. purchasing the item quickly before it sells out
 - b. choosing the item based on its popularity
 - c. waiting 24 hours before deciding whether to buy it
 - d. using a credit card to delay the payment until the bill comes in the mail