

Activity 27 Assessment

Factors Influencing Consumer Choices

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<p>Identifies and recognizes that consumers have choice when purchasing a product or service</p> <p>“I know that there are many places to buy lunch and I have a choice to make.”</p>	<p>Identifies some factors that influence consumer choice (e.g., advertising and marketing)</p> <p>“I know that coupons are a way to advertise for a company and to attract consumers.”</p>	<p>Recognizes many different factors that influence consumer choice and how each is used to sway consumer practice</p> <p>“I know that sporting companies use celebrity athletes in advertisements because people will think they can play like them if they use the same sports equipment.”</p>	<p>Understands subtle ways consumers are being influenced in the world around them</p> <p>“Companies advertise on television during popular viewing times because the viewing crowd is so large.”</p>
Observations/Documentation			