



Homework

Complete the quiz with the words in the box.

brand consumer good hunter influence
limited purchase quality worth

What kind of shopper are you?

- Do you often buy products advertised on TV?
A Yes – If it's a ¹ deal.
B Only if I was already thinking of getting it.
C No, advertisements don't ² me at all.
- Do you read reviews of products before you buy them?
A It depends. If I see something with ³ availability, I'll buy it in case it sells out quickly.
B Yes, always before I make a ⁴.
C No, I always buy from companies I know.
- Do you often buy luxury brands?
A No, it's not ⁵ paying a lot of money for a label when I can buy the same thing for less.
B Yes, expensive products are usually better ⁶ and last longer than cheaper ones.
C Sometimes, it depends if it's a brand that I like.

Mostly As: You are a bargain ⁷. You don't like spending a lot of money.

Mostly Bs: You're a smart ⁸. You don't make decisions on the spot.

Mostly Cs: For you ⁹ loyalty is more important than price.