



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.