

## **Understanding Consumer Profiles and Purchase Motivations:**

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**1. What is the main purpose of developing a consumer profile?**

- A) To increase product prices
- B) To understand customers' characteristics and preferences
- C) To increase advertising costs
- D) To reduce production costs

**2. Which of the following is NOT typically part of a consumer profile?**

- A) Economic status
- B) Demographics
- C) Geographic location
- D) Factory location

**3. When companies look at a consumer's social characteristics, what are they analyzing?**

- A) Income levels
- B) Education level
- C) Lifestyle and group affiliations
- D) Past buying history

**4. What term refers to how much money a consumer has available to spend after essential expenses?**

- A) Disposable income
- B) Taxable income
- C) Discretionary income
- D) Expendable income

**5. Which of the following factors is most likely to motivate a consumer focused on social responsibility to purchase a product?**

- A) Low price
- B) Quality design
- C) Environmentally friendly packaging
- D) Celebrity endorsement

**6. Why is it essential for companies to identify the evolving needs and wants of their customers?**

- A) To minimize advertising costs
- B) To avoid changes in product design

- C) To ensure their products stay relevant in the market
- D) To increase production time

**7. Peer pressure is an example of what type of motivation?**

- A) Social motivation
- B) Economic motivation
- C) Psychological motivation
- D) Technological motivation

**8. Which factor is most likely to influence a consumer with high discretionary income?**

- A) Price
- B) Quality and exclusivity
- C) Product size
- D) Availability of discounts

**9. Analyzing consumer trends as part of a consumer profile helps companies to:**

- A) Increase production costs
- B) Predict future customer preferences
- C) Reduce competition
- D) Increase customer spending

**10. Which of the following statements best describes why understanding consumer profiles is important for businesses?**

- A) It allows businesses to hire the right employees
- B) It helps companies create products that align with consumer needs and motivations
- C) It reduces the need for advertising
- D) It limits customer engagement

**11. For a tech-savvy consumer profile that frequently uses social media, which promotion method would be most effective?**

- A) Newspaper ads
- B) TV commercials
- C) Social media influencer partnerships
- D) Direct mail flyers

**12. If a company targets environmentally conscious consumers, which promotional approach would best appeal to this group?**

- A) Launching a limited-time sale
- B) Sponsoring community cleanup events
- C) Sending frequent email advertisements
- D) Distributing discount coupons

**13. For a high-income consumer profile interested in exclusivity and luxury, which type of promotion is likely to be the most effective?**

- A) Loyalty rewards program
- B) Personalized invitations to exclusive product launch events
- C) In-store clearance sales
- D) Free product samples

**14. A brand wants to reach young adults who prioritize fast-paced lifestyles and convenience. Which promotional strategy would likely be most effective?**

- A) Online ads featuring quick, “one-click” purchasing options
- B) Direct mail catalogues
- C) Billboard advertising
- D) Radio ads

**15. Which promotional strategy would work best for a company targeting families with young children?**

- A) Partnerships with children’s brands and family-oriented events
- B) Advertising in business magazines
- C) Pop-up ads on work-related websites
- D) Promotions during sports events

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