

# Unit 2

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Buyer, Are You AD Aware?

Think carefully about your responses to complete this questionnaire.

1. Do you like to shop? Why or why not?

2. When you see an ad for the latest toy or article of clothing, what do you think?

3. What generally influences you to buy a product?

4. How long do you usually think about a product before you buy?

5. Have you ever regretted buying a product? Why?

6. Read the following statements. Then rank each one according to how much it influences you to want to buy a product. Use a scale of 1 to 5, where 1 = no influence and 5 = most influence.

	If you buy one product, you get another one FREE or some other free material.
	You will be BETTER at something, like a sport, or smarter at something, like school work.
	You will look COOL if you have the product.
	PEER PRESSURE—all your friends have the product.
	You LOVE to buy! Buying stuff is FUN!
	The ad was really great, so the product must be too!
	A celebrity says it's GREAT!
	The ad says this is your last chance to buy.
	The money supports a good cause.
	You see the ad EVERYWHERE, so the product MUST be good!