**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_T\_\_\_ | When consumer behavior changes, businesses are forced to rethink the way they do business. |
| 2. | \_\_\_\_F\_\_\_ | When a company pivots, it means that it is NOT making any significant changes to the way they do business. |
| 3. | \_\_\_\_T\_\_\_ | The data uncovered through marketing research provides an opportunity for businesses to get to know their customers. |
| 4. | \_\_\_F\_\_\_\_ | A census is a method used for obtaining statistical information that counts a select few of a population. |
| 5. | \_\_\_T\_\_\_\_ | A study that showed 75% of consumers tried a new shopping behavior during the pandemic represents an example of market research. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_C\_\_\_\_1. Which of the following is NOT a step in the research process?

a. identifying the problem b. conduct research and collect data

c. selling the data d. analyze the data

\_\_\_A\_\_\_\_ 2. Which of the following is NOT part of the primary research project?

a. Demographic analysis b. Surveys

c. Direct mailings d. Interviews

\_\_\_\_B\_\_\_ 3. A \_\_\_\_\_\_ is a method used for obtaining statistical information that counts every member of a population. a. Demographic analysis b. Census report

c. Surveys d. All of the above

\_\_\_\_B\_\_\_ 4. The practice of reducing the size of the package or amount of product without lowering the price is

a. inflation b. shrinkflation

c. expansion d. None of the above

\_\_\_\_D\_\_\_ 5. Demographic factors may include:

a. Age b. Education

c. Income d. All of the above

## SHORT ANSWER (3 questions)

1. List three primary factors that influence consumer behaviors.

1. Psychological factors
2. Demographic factors
3. Behavioral factors

2. What is “shrinkflation” and what is one example of this concept?

Shrinkflation refers to the practice of reducing the size of the package or amount of product without lowering the price. A 9.75-ounce bag of Doritos decreased to 9.25 ounces or roughly 5 fewer chips than the previous packaging provided represents an example of shrinkflation.

3. Think about your personal experience, as a consumer, during the pandemic, did you change the way you purchased products or services?

Answers will vary