

Activity 1 • Mastering Product/Service Classifications

Directions: Using the definitions of the categories, indicate a product/service for each classification based on YOUR purchase behavior.

| CLASSIFICATION | PRODUCT/SERVICE |
|--------------------------------|-----------------|
| Convenience staple goods | _____ |
| Convenience impulse goods | _____ |
| Convenience emergency goods | _____ |
| Specialty goods | _____ |
| Attribute-based shopping goods | _____ |
| Price-based shopping goods | _____ |
| Unsought goods | _____ |

Directions: After you complete your list, compare it with a classmate's list and answer the following questions.

Why are your lists different? _____

What products or services were listed in two or more classifications? _____

Why did that happen? _____

Are the same brand names important to everyone? _____

Why or why not? _____

