

Lesson 56: Marketing Starts With Customers

Name: _____

Quiz Grade: _____

Directions: Use the textbook Chapter 6-1 (pages 156-159) to define the following terms.

Consumer Behavior	
Final Consumers	
Business Consumers	
Want	
Need	

Directions: Use the textbook Chapter 6-1 (pages 156-159) to answer the following questions.

1.) Describe the importance of understanding consumer behavior.

2.) Demonstrate and understanding of consumers wants and needs. Use the space below to explain the difference between wants and needs. How does this apply to business?
