Teacher Answer Key

Case Study

1. The company announced that only 1,000 pairs would exist worldwide, which made buyers feel they had to act immediately, and the shoes sold out within hours.

2. Urgency, and the fear of missing out on something rare. The scarcity effect works because people place higher value on items they see as hard to obtain.

Multiple Choice

1. B

2. A

3. C

Matching

1-D, 2-A, 3-B, 4-E, 5-C

Fill-in-the-Blank

1) scarcity, 2) Peer influence, 3) anchoring

Short Answer (Sample Responses)

Q1: Emotional appeals create connections by evoking feelings like happiness or fear, influencing how consumers perceive products.

Q2: Understanding behavior helps tailor campaigns to resonate with consumers' motivations, needs, and preferences.

Q3: Digital marketing enables personalized recommendations, direct engagement through social media, and targeted advertisements.