

Shopping for Shoes

1. Your present pair of athletic shoes is too small. You need to purchase a new pair. Circle the type of athletic shoe you need.



Women's running shoe

Men's running shoe

Women's basketball shoe

Men's basketball shoe

Women's soccer shoe

Men's soccer shoe

Women's volleyball shoe

Men's baseball shoe

Other (write the type of shoe on the line below)

OTHER: _____

2. After you have selected the type of shoe you want, rank your brand preference by placing a 1 on the line next to your first choice, 2 for your second choice, and so on until you have ranked all brands listed. There is a blank space to fill in with a favorite brand of your own.

___ Adidas

___ Asics

___ New Balance

___ Nike

___ RYKA

___ Other:

3. What influenced your ratings?

4. One factor that influences consumer spending decisions is price. Use the following websites listed below and write the price of shoes next to the brand name in question two.

<http://www.adidas.com/>

<http://www.asicstiger.com/>

<http://www.nbcloseouts.com/>

<http://www.nike.com/>

<http://www.ryka.com/>

<http://www.kellysrunningwarehouse.com/>

<http://www.onlineshoes.com/>

5. Using the price information rank the brand names again.

___ Adidas

___ Asics

___ New Balance

___ Nike

___ RYKA

___ Other: