



**Business/Marketing Virtual Learning**

# **11-12 grade College Business**

**April 20, 2020**



Lesson: [April 20, 2020]

**Objective/Learning Target:**

Describe the two types of consumers

# Let's Get Started

Watch this Video:

[Consumer Behavior](#)



# Importance of Understanding Consumer Behavior

In order to apply the marketing concept effectively, marketers begin to research by studying consumer behavior.

There are two basic types of consumers - final consumers who make purchases for their own consumption and business consumers who make purchases for their business or to resale to customers. [Click here](#) to examine the differences between B2C(business-to-final consumer) and B2B(business-to-business) marketing.

Both final consumers and business consumers make purchases to satisfy wants and needs. Final consumers tend to buy for reasons, not always logical, that satisfy a personal want, while businesses tend to buy based on logic and necessity. By understanding the reasons consumers buy and the needs and wants they are attempting to satisfy, business marketers can make sure their products and services match what consumers are looking for.

# ACTIVITY #11

- 1) What types of consumers buy products or services for personal use?
- 2) What is consumer behavior?
- 3) Which type of consumer buys goods and services to resell or use in producing and marketing other goods and services?
- 4) Pickup trucks are bought by both Final Consumers and Business Consumers. Think of and write down 5 options that a Final consumer would want on the truck that wouldn't make a difference to a Business buyer. (ex. power mirrors)