

Situational Influences and How They Impact Decisions

Different situations will affect a consumer's purchase decisions. This activity is designed to explore that concept.

Your task here is to identify how many different drinks/beverages you (being one consumer only) would choose across the various situations listed below?

What type of drink/beverage would you choose?

1. On a hot summer's day
 2. For breakfast
 3. During a 15-minute lunch break
 4. When in a bad mood
 5. At the beach with friends
 6. On a cold winter's night
 7. When waiting around for an hour
 8. At a sporting event
 9. As a birthday gift for a relative
 10. With only 5 minutes before a lecture
 11. At dinner, at a restaurant with that special one
 12. At a fast-food place by yourself
 13. When you need an energy "pick-me-up"
 14. When you want to celebrate
 15. For refreshment after exercise
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Student Discussion Questions

1. What beverage would you choose in each other situations listed? How does this compare to your fellow students' responses?
2. Does your choice differ or remain consistent?
3. If it differs, how does this affect the marketing of beverage products?
4. How important, do you think, it is for marketers to understand the concept of situational influence? Why?