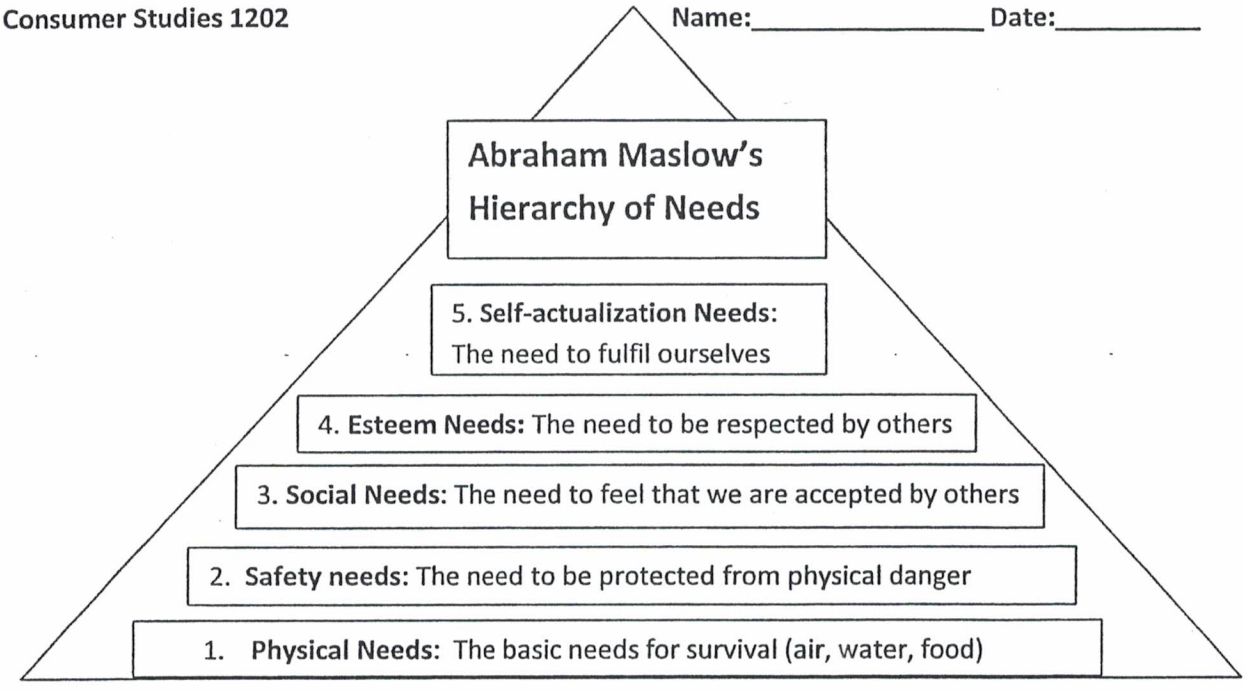
Consumer Studies 1202 Name:_____ Date:_____



Use the Sears Christmas Catalogue and Maslow's needs to help you answer the following questions.

1. Why do you think Sears chose to give their Christmas catalogue the title "Christmas Wish Book"?_____
   _____

2. Go through the catalogue and find five items and complete the table below:

Product & page #	To which of Maslow's needs is the ad is appealing?	Which group of consumers does the ad target?	Would you like to own this item?