PY40S Name:

Unit 4

**Consumer Psychology and Motivation**

1. What was the last item that you bought on impulse?
2. When you were looking into buying your last pair of shoes, what made you choose the ones you bought?
3. Are you loyal to any particular brands? Soft drinks? Gum? Pizza? Why?
4. Why do you think stores put gum and candy at the checkout line?
5. What are some buying motives (Why do we buy things?)
6. **Physical (Biological) Motives** -
7. **Emotional Motives** –
8. **Rational Motives** –

1. **Social Motives** –
2. Write down the last five things you purchased in the chart below. What were your motives for purchasing? Where on Maslow’s hierarchy of needs would the items fit?

|  |  |  |
| --- | --- | --- |
| **ITEM** | **MOTIVATION** | **NEED** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |