# **‘Why Do We Buy Stuff?’ Lesson**

Grades 6-12

Subject areas:

* English 6-12
* Personal Development and Career Planning K-12
* Entrepreneurship 110

## Overview

In this lesson students will learn about the two categories (emotional and rational purchases) of why people purchase products, enterprises, and services (PES).

## What you’ll need

* Paper copies of worksheet
* Writing utensils

## Instructions

Step 1: Have students complete the prompts on their worksheet about what they think emotional and rational buying is. Give them a few minutes to write down an answer. If they are unsure of the words have them write about ‘What do people buy things?’. When everyone is done facilitate a discussion before giving them the answers, outlined in the teacher copy.

Step 2: Explain that rational buying is typically of things that we need, where emotional buying is for things we want. Go through the list of 16 reasons why we buy things list and make sure that everyone understands what each one means. After going through the list give students a few minutes to place either an R (rational) or E (emotional) beside each one. When everyone has completed this task go over it as a class and make correction as necessary.

Step 3: After students have made their corrections they will come up with and write down their own examples of rational and emotional purchasing.

Step 4: To end this worksheet, students will complete two writing prompts and answer a questions about emotional and rational purchases. If time permits encourage students to share with partners or with the class.

## New Brunswick Curriculum outcomes

English 6-8

* GCO 1: Students will be expected to speak and listen to explore, extend, clarify, and reflect on their thoughts, ideas, feelings, and experiences.
* GCO 2: Students will be expected to communicate information and ideas effectively and clearly, and to respond personally and critically. clearly, and to respond personally and critically.
* GCO 8: Students will be expected to use writing and other ways of representing to explore, clarify, and reflect on their thoughts, feelings, experiences, and learnings; and to use clarify, and reflect on their thoughts, feelings, experiences, and learnings; and to use their imagination. their imagination.

Personal Development and Career Planning K-12

* SCO 3.1: Each student will be expected to demonstrate an understanding of the important linkages between educational achievement and career opportunities.

Entrepreneurship 110

* SCO 1.1: Students will assess how personal attributes influence the success of a venture.

## New Brunswick Global Competencies

* Communication
* Critical Thinking and Problem-Solving

Why Do We Buy Stuff?

There are many reasons we buy things. Some things we need, others we don’t need at all. We can break this down into two categories – Rational/Logical and Emotional

|  |  |
| --- | --- |
| I think Rational/Logical buying is… | I think Emotional buying is… |



**Rational Buying is:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Emotional Buying is:**

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Below is a list of some of the reasons why we buy things. Place an ‘R’ for Rational and ‘E’ for emotional.

1. Look or beauty
2. Safe or improves safety
3. Saves Money
4. Love
5. Reputation
6. Fulfills a physical need such as hunger
7. Makes life easier
8. Durable
9. Saves Time
10. Peer Acceptance
11. Pride
12. Improves health
13. Well-made
14. Power
15. Pleasure
16. Nostalgia/ remembrance

Remember that **Rational** covers all things **we need** or to use to make life easier. **Emotional** purchases are ones we use because **we want** to make ourselves look or feel better. Write a few examples or rational and emotional purchases below.

|  |
| --- |
| Rational |
| Buying groceries to eat |
|  |
|  |

|  |
| --- |
| Emotional |
| Buying the latest video game |
|  |
|  |

**It’s time to write!**

|  |
| --- |
| Write about a time when you bought or really wanted to buy something based off an emotional want.  |

|  |
| --- |
| Write about a time when you made the decision to buy something based off a rational need. Maybe you didn’t have enough money to buy both what you wanted and what you needed.  |

|  |
| --- |
| Is your PES a Rational or Emotional one? Explain this.  |