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:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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.  |