Chapter 6: Buying Motives

Name _____

Objective: Analyze how buying motives impact purchase decisions.

- **As a consumer, you make purchases based on certain internal motives.**
- **Identify a product you have purchased for each of the 3 categories.**

RATIONAL MOTIVE	
EMOTIONAL MOTIVE	
PATRONAGE MOTIVE	

Questions

Rational Motive: How does this company market their products to consumers? Are they aware that customers buy their products because it is a good logical decision? Explain how this may be so.

Emotional Motive: How does this company market their products to consumers? Are they aware that customers buy their products because they are emotionally inclined to do so? Explain how this may be so.

Patronage Motive: How does this company market their products to consumers? Are they aware that customers buy their products because they have a good relationship? Explain how this may be so.