**Retailing**

**Customer Buying Motives**

We have been discussing the different motivations for consumers. They are either Rational or they are Emotional. Review the list below. By each example of a buying motive, mark an “E” by it if you this it is an emotional buying motive or a “R” by it if you think it is rational. (1 pt. each)

|  |  |
| --- | --- |
| **Buying Motive** | **“R” or “E”?** |
|  |  |
| Power |  |
| Time Saver |  |
| Saves Money |  |
| Love |  |
| Peer Acceptance |  |
| Brand Recognition |  |
| Makes Life Easier |  |
| Well-made |  |
| Safety |  |
| Pleasure |  |
| Pride |  |
| Durable |  |
| Prestige |  |
| Beauty / Aesthetic Appeal |  |
| Improves Health |  |
| Nostalgia |  |
| Fulfills physical need like hunger |  |