

Activity 58

What Influences You?

Directions: Your decisions about what goods and services to buy may be influenced by habit, by your peers, by advertising, by a brand name, or by careful evaluation and analysis. Think about each situation described below, and decide what influenced the consumer in his or her decision. On the lines following each situation, identify the major influence. Then explain whether, in this situation, it is a positive or a negative influence and tell why.

1. On Saturday, Nick bought a new Main Mountain backpack. All of his friends have Main Mountain backpacks. Nick's old backpack is still in good condition.

2. While listening to the radio last week, Mika heard a commercial for a clothing sale at a nearby fashion store. She'd been needing some new jeans for a while, and decided that this might be an opportunity to get them at a good price. She bought two pairs at a savings of 40 percent.

3. Every day, Adrienne stops on her way home from school at the Home Town Deli and buys a soft drink and a bag of shelled peanuts.

4. Leo has been saving his babysitting money in order to purchase an MP3 player. He finally has enough money. He read about MP3 players in a recent consumer magazine, and has done comparison shopping at three different stores. He finally decided to purchase a Smithson MP3 player for \$124.99. It has the features he wants, and he feels it is the best value within his price range.
