WHY PEOPLE BUY! MARKETING LESSON

Students learn about WHY CONSUMERS BUY PRODUCTS

A Consumer Behavior Introductory Lesson

Attaches easily to any LMS!

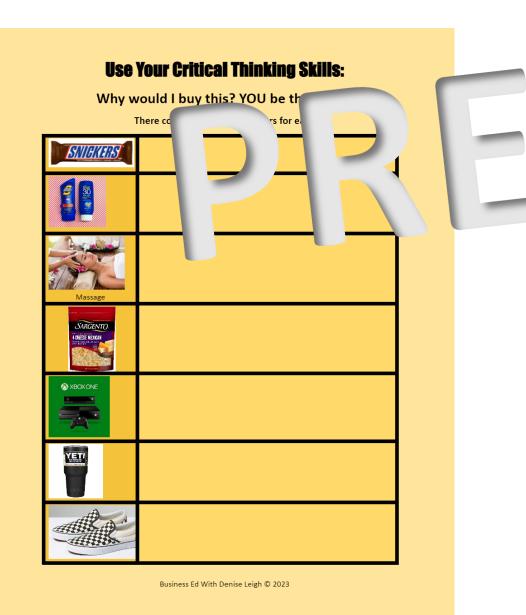
NO PREP!

TEACHER'S KEY/ RUBRIC INCLUDED



BUSINESS EDUCATION WITH Perise leigh

'A great resource to introduce consumer behavior'



Why do people buy???? Consumers buy for many different reasons. It's the science of psychology. Companies conduct market reasers the analyse outcomer transfa and customers behavior. The more a company forward about the labels, feafing, and buying behavior of their customes; the better they are at providing what customers need or want. There are SEVERAI reasons why people buy. CLICK HESE to take a look at some reasons with people buy. List the reasons below and list ONE product that you might buy related to that reason. Reason Why People Buy List a Specific Product you Might Buy Cheaters Cheaters Another people and the provided that you might buy related to the reason. The provided provided the product you might buy related to the reason. The provided provided the product you might buy related to the reason. The provided provided the product you might buy related to the reason. The provided provided provided the product you might buy related to the reason. The provided provided provided the product you might buy related to the reason. The provided provided provided the product you might buy related to the reason. The provided provided provided the product you might buy related to the reason. The provided provided provided the product you might buy related to the reason. The provided provided provided the provided provided

Discover and Analyze:

There are many reasons why people buy luxury goods. Read the article on this "Investopedia" LINK. In your own words, why do people spend money on expensive things? You may include the reasons in the article and ad reasons of your own. Your response should be in a well-developed paragraph.



TEACHER'S KEY / RUBRIC INCLUDED

Teacher Testimonials





I used this for my marketing class during the buyer's behavior unit, it worked out great. As always, the assignment was visually friendly and the student enjoyed working on it.



My students loved this activity. This activity allowed for more group discussions and kept the students engaged.



Thank you very much! This is a very useful resource!



This was a great resource to introduce consumer behavior!



Great resource to use as a supplement activity!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!

Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.