

BUYING DECISIONS

Read the text below and choose word best fits each space.

NEIGHBORS INFLUENCE BUYING DECISIONS

However objective we (1) _____ ourselves to be, most of us do not judge a product solely on its merits, considering quality, value and style before making a decision (2) _____, we are easily influenced by the people around us.

There is nothing (3) _____ with this. It is probably a smarter way to make decisions than (4) _____ on only our own opinions. But it does make life hard for companies. They have (5) _____ understood that groups of friends and relatives tend to buy the same products, but understanding the reasons has been tricky. Is it because they are so similar with (6) _____ to how much money they make and what television ads they watch that they independently (7) _____ at the same decision? Or do Research in Finland recently found overwhelming evidence that neighbors have a big influence on buying decisions. When one of a person's ten nearest neighbors bought a car, the (9) _____ that that person would buy a car of the same brand during the next week and a half (10) _____ by 86 per cent.

The researchers argued that it was not just a (11) _____ of envy. Used cars seemed to attract neighbors even more than new cars. This suggested that people were not trying to (12) _____ up with their neighbors, they were keen to learn from them. Since used cars are less reliable, a recommendation of one can strongly influence a buying decision.

