

REASONS TO BUY A PRODUCT

Look at the following reasons why people choose to buy a product. Which ones do you agree / disagree with? Rate the reasons from 1 (Disagree) to 5 (Agree)

Reasons	Person 1:	Person 2:	Person 3:	Person 4:
It has a good price				
I need it in my life				
It is of high quality				
A lot of people use it				
Celebrities suggest using it				
It has a meaningful message				
The packaging is attractive.				
There is a discount / free gift				
It is good for the environment				
It is unique and limited				
Other reasons				