

INVESTIGATING

WHY YOU BUY

Model

Rod is trying to select a sports drink. As he compares drinks, he considers several different factors. Can you tell which of the influences on Rod's decision are internal and which are external?

FAMILY AND PEERS

"A lot of my friends drink this during practice."

PHYSICAL TRAITS

"I sweat a lot when I'm playing, so I need a drink that will restore my fluid balance."

COST

"It costs more than some of the other sports drinks."

PERSONAL TASTES

"This one comes in pineapple, my favorite flavor."

**MEDIA AND
ADVERTISING**

"The commercial said it would make me play better."



Practice

Read the following scenario about a teen trying to make a buying decision.

Dorian is trying to convince his family to buy a new juice machine. The commercial he saw on TV said that drinking fresh juice every day is a good way to consume more fresh fruits and vegetables. Dorian thinks this is a great idea because he really likes juice. He also thinks the extra vitamins in the fresh juice will help prevent colds, which he gets often. His only concern is that the juice machine is expensive. However, he thinks it may save money in the long run because his family would not spend as much on bottled juice or soft drinks.

1. What factors are influencing Dorian's decision to buy this product?
2. Which of these influences are internal and which are external?

Apply

In small groups, create a collage that shows different influences on buying decisions. Clip out several magazine advertisements and articles about health-related products. For each clipping, briefly explain what might influence a person to buy that product. The article or advertisement itself is an example of the influence of the media. Other factors may also be involved. For example, a person buying a bicycle might be influenced by cost or personal taste.

List the influences you identify for each product on a piece of paper, and note whether they are internal or external influences. Also note whether each one is a positive or negative influence on health. Arrange your clippings and your descriptions of them on a sheet of poster board and attach them with glue or paste. Be prepared to discuss your collage with the class.



Analyzing Influences

When you buy health products, you may consider these influences:

Internal

- Tradition
- Personal taste
- Physical traits

External

- Family and peers
- Cost
- Media and advertising
- Salespeople

Self-Check

- Did our collage show a variety of health-related products?
- Did we identify the factors that influence people to buy these products?
- Did we distinguish between internal and external influences?
- Did we distinguish between positive and negative influences?