

Strategies Businesses Use to Influence Buying Decisions

SUBJECT(S): Personal Finance

GRADE LEVEL(S): 9, 10, 11, 12

≡ NBEA STANDARD(S):

- Personal Finance, I. Personal Decision Making
- Personal Finance, III. Managing Finances and Budgeting
- Personal Finance, V. Buying Goods and Services

≡ RELATED ARTICLES:

- [“Zara’s ‘Fast Fashion’ Business Model”](#)
- [“The ‘Green’ Path from Corporate Social Responsibility to Brighter Earth Days”](#)
- [“Purchase Power: How to Make Smart Consumer Choices”](#)
- [“Fashionista Environmentalists Shop ‘Recommerce’ Instead of the Mall”](#)
- [“Economic Partnership: Coffee Beans, Moroccan Rugs and the Future of Fair Trade”](#)
- [“Behind the Puppy Dog Lenses, Snapchat Is a Living, Breathing Business”](#)

TOPIC/COMPETENCY: Spending and Saving

CEE National Standard:

II Buying Goods and Services, Standards 1, 4

Jump\$tart National Standard:

Planning and Money Management, Standard 4

LESSON TITLE: Strategies businesses use to influence buying decisions

ESTIMATED TIME: 50 minutes

MATERIALS NEEDED: Internet access, computer, mobile device

KEY VOCABULARY/TERMS: [subliminal advertising](#), [consumer buying behavior](#), [celebrity endorsement](#), [celebrity advertising](#)

WHY THIS MATTERS TO YOU NOW: You will make many purchases throughout your life and most will be influenced in some way by advertising, other people, or companies. Learn how to see through the influence and make your own decisions!

Motivational activity –

Companies spend a lot of time and money attempting to alter the way that consumers make purchases. Students should be aware of these tactics so that they can be better prepared to make their own purchases without so many outside influences. Show students some of the videos of the best commercials from the 2015 Superbowl ([The 10 Best Commercials of Super Bowl 2015](#)) and ask which ones they liked the best and why.

Comprehension –

Facilitate a classroom discussion with students to discuss ways that their own purchasing experiences have been influenced by outside factors. These influences would fall into one of four categories (from [The 4 Factors Influencing Consumer Behavior](#)):

- Cultural – culture and societal environment, social classes, cultural trends
- Social – reference groups, membership groups, family, social roles
- Personal – age and way of life, purchasing power, lifestyle, personality, self-concept
- Psychological – motivation, perception, learning, beliefs, attitudes

Practice –

Businesses have been known to use various tactics to modify the buying habits of consumers. This could be with a logo, product features, or with subliminal advertising. Subliminal advertising is the “the use by advertisers of images and sounds to influence consumers’ responses without their being conscious of it.” Use the accompanying PowerPoint slideshow to give students

specific examples of how companies can be tricky. Stop with each slide and ask for comments or feedback from students.

Apply / Assessment –

Have students create a public service announcement (PSA) that will help other teenagers make better purchasing decisions. The PSA should help teenagers see through some of the outside influences that are trying to alter their decision-making behavior. To create the PSA, students should create a free account on Animoto.com. This online tool allows students to quickly make a 30-second video using imported images and short bursts of text. Screen the videos in class for the other students

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