

What Type of Buyer Am I?



Often = ✓✓✓ Sometimes = ✓✓ Almost Never = ✓

A	B	C	D	E	F
1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	18.
Total:	Total:	Total:	Total:	Total:	Total:

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What Type of Buyer Am I? KEY



A. Bargain Buyer	B. Emotional Buyer	C. Get-Even Buyer
<p>These buyers are often less interested in what they are buying than in getting a bargain. Why are bargains and sales so exciting? Many people feel they are beating the system when they get items on sale.</p> <p>If you can't use the item, it isn't a bargain.</p> 	<p>We all have bad days that leave us feeling down. We may find that buying something boosts our spirits. What feels good for each of us may vary—it could be a movie, a favorite dessert, or a new haircut. For some people, this buying can be costly if it happens often or if the items are expensive, such as eating out or buying clothes all the time, or getting new furniture.</p> 	<p>Sometimes we feel like victims. We may not need it or even like it, but it makes us feel rewarded or bothers someone else.</p> <p>People who do this tend to buy something they really don't like. Then they complain about it later.</p> 
D. Status-Seeking Buyer	E. Wishful Buyer	F. Satisfied Buyer
<p>Many people want to be recognized as special. As a result, sellers create products and ads aimed at people who want to be noticed.</p> <p>You pay a lot more for name brands and designer items, when a store brand might work just as well. Choosing a special fabric when you buy a couch or chair could double the price. Extras on a new car can add thousands of dollars to the price.</p> 	<p>Many people want to be young, attractive, strong, and sexy. There are lots of products “guaranteed” to help us lose weight, smooth out wrinkles, make hair shine, and boost energy.</p> <p>Look at your bathroom or closet shelf. How many items promise to make you look or feel younger?</p> 	<p>Satisfied buyers carefully choose what they buy. They often compare prices. For large purchases, they take time to look at different brands or models and understand exactly what they are getting for their money.</p> <p>Satisfied buyers often have a budget. They know how much they can afford to spend before they go shopping.</p> 

Note: This material was adapted from revised material by Lois Restemayer, family economics specialist, Washington State University, and originally published by Clemson University.