

Why do People Buy?

By Jay Conrad Levinson

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|----------------------------------|------------------------------------|
| 1. To Make More Money | 26. To save time |
| 2. To become more comfortable | 27. To become more fit and healthy |
| 3. To attract praise | 28. To attract the opposite sex |
| 4. To increase enjoyment | 29. To protect their family |
| 5. To possess things of beauty | 30. To emulate others |
| 6. To avoid criticism | 31. To protect their reputation |
| 7. To make their work easier | 32. To feel superior |
| 8. To speed up their work | 33. To be trendy |
| 9. To keep up with the Joneses | 34. To be excited |
| 10. To feel opulent | 35. To communicate better |
| 11. To look younger | 36. To preserve the environment |
| 12. To become more efficient | 37. To satisfy an impulse |
| 13. To buy friendship | 38. To save money |
| 14. To avoid effort | 39. To be cleaner |
| 15. To escape or avoid pain | 40. To be popular |
| 16. To protect their possessions | 41. To gratify curiosity |
| 17. To be in style | 42. To satisfy their appetite |
| 18. To avoid trouble | 43. To be individual |
| 19. To access opportunities | 44. To escape stress |
| 20. To express love | 45. To gain convenience |
| 21. To be entertained | 46. To be informed |
| 22. To be organized | 47. To give to others |
| 23. To feel safe | 48. To feel younger |
| 24. To conserve energy | 49. To pursue a hobby |
| 25. To be accepted | 50. To leave a legacy |



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