

Worksheet C6.3.4

Let us explore the reasons which might encourage us to buy a product.

A: Look well at these pictures, read about them, think and answer by underlining the correct answer or filling in the blanks.

1. Gejtu went for football training in the nursery of the village, where he lives. After forty five minutes of intense training, he was very thirsty. He went to the bar near the ground and bought a bottle of water. He drank it all in a few seconds.

Gejtu bought the water because:

- (a) he got fed up of playing.
- (b) he was thirsty.
- (c) he wanted to wash.



2. Stefania has two really sweet summer dresses; she bought them on sale when she went with her mother to Valletta. Her friend Maryanne, bought a dress from the village square and it suits her a lot. The shop owner had another dress like that of Maryanne. Stefania went home and convinced her mother to buy her the same dress as Maryanne’s. Her mother did not want to buy it because with the two dresses they had bought on sale from Valletta she had enough. However, Stefania complained so much that her mother, to stop her from complaining any more, ended-up buying the dress for her. In reality, Stefania wanted that dress because:

- (a) she really needed it.
- (b) she wanted to go to her friend’s party.
- (c) she wanted to be like Maryanne.



3. The Mallia family keep a piece of paper on the kitchen counter to write on it every food product they need. At the end of the week, they then go to the supermarket with the list in their hands and buy all the things they need. On a particular Saturday, Mrs. Mallia was really busy and so her husband went shopping from the supermarket on his own. When he was searching for the items on his list of needs, he saw an advert on the side.



Without checking if this product was on the list or not, he immediately bought two to get another one for free. He bought this product because:

- (a) he was influenced by the advert.
- (b) he really needed this product.
- (c) he got tired of searching uselessly.

4. Mention another reason (besides the three mentioned above) which usually encourages us to buy one product or another:

5. **For our interest:** Let us admit that we do not always spend money responsibly. What can we do to spend money in a responsible way?

Briefly think about these ideas.

- When you go shopping, take a list with your needs and do not take your money only.
- You should search for good bargains when buying those products you use a lot.
- Do not buy clothes simply because they are from a certain 'brand'; make sure you really need them.
- Do not buy anything just to be like your friends; those who take care of you are not necessarily able to buy you all the things that you want.
- Differentiate between things that are **wants** and those that are **needs**.
- Do not buy products which are on 'special offers' if you do not need them; you will still not save money.