

Retail Purchase Decision Motivation Matrix

INTELLECTUAL NEEDS

HIGH

AVERAGE

LOW

HIGH

PURCHASE DECISION

IMPULSE BUY

ASPIRE TO BUY
(eg. expensive
sports car)

**EMOTIONAL NEEDS
(WANTS)**

AVERAGE

PLAN TO BUY
(eg. new car)

FREQUENT PURCHASES
(eg: clothing)

BROWSING

LOW

STAPLES
(eg. diapers)

REQUIRED TO BUY
(eg: gift)

NO INTEREST



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