

PURCHASE DECISION MOTIVATION MATRIX

INTELLECTUAL NEEDS

EMOTIONAL NEEDS (WANTS)

		HIGH	AVERAGE	LOW
EMOTIONAL NEEDS (WANTS)	HIGH	PURCHASE DECISION	IMPULSE BUY	ASPIRE TO BUY (eg. expensive sports car)
	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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