

50 Reasons Why People Buy

1. To make more money – even though it can't buy happiness
2. To become more comfortable – even a bit more
3. To attract praise – because almost everybody loves it
4. To increase enjoyment – of life, of business, of virtually anything
5. To possess things of beauty – because they nourish the soul
6. To avoid criticism – which nobody wants
7. To make their work easier – a constant need to many people
8. To speed up their work – because people know that time is precious
9. To keep up with the Joneses – there are Joneses in everybody's lives
10. To feel opulent – a rare, but valid reason to make a purchase
11. To look younger – due to the reverence placed upon youthfulness
12. To become more efficient – because efficiency saves time
13. To buy friendship – I didn't know it's for sale, but it often is
14. To avoid effort – because nobody loves to work too hard
15. To escape or avoid pain – which is an easy path to making a sale
16. To protect their possessions – because they worked hard to get them
17. To be in style – because few people enjoy being out of style
18. To avoid trouble – because trouble is never a joy
19. To access opportunities – because they open the doors to good things
20. To express love – one of the noblest reasons to make any purchase
21. To be entertained – because entertainment is usually fun
22. To be organized – because order makes lives simpler
23. To feel safe – because security is a basic human need
24. To conserve energy – their own or their planet's sources of energy
25. To be accepted – because that means security as well as love

- 26. To save time – because they know time is more valuable than money
- 27. To become more fit and healthy – seems to me that's an easy sale
- 28. To attract the opposite sex – never undermine the power of love
- 29. To protect their family – tapping into another basic human need
- 30. To emulate others – because the world is teeming with role models
- 31. To protect their reputation – because they worked hard to build it
- 32. To feel superior – which is why status symbols are sought after
- 33. To be trendy – because they know their friends will notice
- 34. To be excited – because people need excitement in a humdrum life
- 35. To communicate better – because they want to be understood
- 36. To preserve the environment – giving rise to cause-related marketing
- 37. To satisfy an impulse – a basic reason behind a multitude of purchases
- 38. To save money – the most important reason to 14% of the population
- 39. To be cleaner – because unclean often goes with unhealthy or unloved
- 40. To be popular – because inclusion beats exclusion every time
- 41. To gratify curiosity – it killed the cat but motivates the sale
- 42. To satisfy their appetite – because hunger is not a good thing
- 43. To be individual – because all of us are, and some of us need assurance
- 44. To escape stress – need I explain?
- 45. To gain convenience – because simplicity makes life easier
- 46. To be informed – because it's no joy to be perceived as ignorant
- 47. To give to others – another way you can nourish your soul
- 48. To feel younger – because that equates with vitality and energy
- 49. To pursue a hobby – because all work and no play, etc.
- 50. To leave a legacy – because that's a way to live forever

Source: Geoff Ayling "Rapid Response Advertising"