



Motivation to Buy Consumer Mindset Cards

What is most important to you when you buy a product?

Directions: Cut out the 30 Consumer Mindset Cards below before you begin the activity.

Luxury A package / product that lets me live in the present and splurge.	Recyclable A package / product that is easily recyclable. Choosing it is gratifying.	Doing My Part Choosing a package / product that lets me make the world better.
Celebrity A package / product that was created, designed, or endorsed by a celebrity. It will help me stand out.	Values When I shop I vote with my money. What packaging / product shows what I care about?	Safety Packaging that protects me from health threats due to mass production.
Surprise A package / product that is original, entertaining and different.	Connect Packaging / product that easily brings me together with other people, especially through the Internet.	Guardian A product / packaging that helps me easily look after the world, other people, and proper trash disposal.
Just for Me Brand names are important because I am what I have. A customized product / brand that is perfect for me.	Simplicity Packaging / product without complications. It simplifies my life and saves me time.	Symbol Packaging / product that symbolizes the brand I am buying. The brand is important.
Senses A package / product that gets me to use multiple senses (sound, touch, sight, smell, taste) is more memorable.	Personal Shopper Packaging / product that makes it easier to choose the product that is perfect for me. I can be choosy and I will research online or in the store.	Freshness Packaging / product that makes it easy to know if my product is fresh and that it will stay fresh.

<p style="text-align: center;">Trial Size</p> <p>Packaging that lets me buy small amounts to try something new or get just the right amount for a correct/healthy portion.</p>	<p style="text-align: center;">Tell Me More</p> <p>I want packaging to give me information about the product and answer my questions without feeling overwhelmed by too much information.</p>	<p style="text-align: center;">Mint Condition</p> <p>Packaging that protects my investment and keeps it in perfect condition. Keeping the packaging adds value to my product. It will let me resell my product for more \$.</p>
<p style="text-align: center;">Space Saver</p> <p>Packaging / product that takes up less space and makes less waste. Packaging that lets me reduce clutter and increase my organization.</p>	<p style="text-align: center;">Big Impact</p> <p>I have so many choices. The packaging / product better catch my eye at first glance.</p>	<p style="text-align: center;">The Story</p> <p>I want the packaging to tell me how my product was made and about the company that made it. I want to know what this brand is about.</p>
<p style="text-align: center;">Adaptable</p> <p>Packaging / product that is portable and adaptable to life on the go.</p>	<p style="text-align: center;">Enjoyable</p> <p>Using the packaging / product should be delightful, memorable, and easy.</p>	<p style="text-align: center;">Take It Home</p> <p>Packaging that helps me easily get my product home in an environmentally friendly way.</p>
<p style="text-align: center;">Teach Me</p> <p>Packaging / product that improves my skills. I am a better person when I learn something new and make it myself instead of buying it.</p>	<p style="text-align: center;">Kid Safety</p> <p>Packaging / products that keeps kids safe and helps them learn.</p>	<p style="text-align: center;">More for Less</p> <p>Packaging / product that lets me get something more without paying more. For example, helping the environment.</p>
<p style="text-align: center;">Shortcuts</p> <p>My time is important. Packaging that is convenient to use because it saves me time.</p>	<p style="text-align: center;">Helpful</p> <p>Packaging / products that allows the elderly and physically disabled to safely use products without assistance.</p>	<p style="text-align: center;">Excess</p> <p>Excessive packaging irritates me. I don't want to pay for it. Also, I want to get the last drop out of my containers. I don't want to waste any of the product.</p>



Motivation to Buy Tally Sheet

What is most important to you when you buy a product?

Directions: Find your top five purposes in the table below. Highlight the corresponding rows. Count up the number of X's that you have in each column.

Consumer Mindset	Image	Convenience	Protection	Sustainability
1. Luxury	X			
2. Celebrity	X			
3. Surprise	X			
4. Just for Me	X			
5. Senses	X			
6. Trial Size		X	X	
7. Space Saver		X		X
8. Adaptable		X		
9. Teach Me		X		
10. Shortcuts		X		
11. Recyclable		X		X
12. Values	X			X
13. Connect	X	X		
14. Simplicity	X	X		
15. Personal Shopper	X	X		
16. Tell Me More	X	X		
17. Big Impact	X	X		
18. Enjoyable	X	X		
19. Kid Safety		X	X	
20. Helpful		X	X	
21. Doing My Part		X		X
22. Safety			X	
23. Guardian		X		X
24. Symbol	X	X		X
25. Freshness	X	X	X	
26. Mint Condition	X		X	
27. The Story	X		X	X
28. Take It Home		X	X	X
29. More for Less	X	X	X	X
30. Excess			X	X

Total for Each Column: ____ / 17 ____ / 20 ____ / 10 ____ / 10



Name: _____

Motivation to Buy Reflection

What is most important to you when you buy a product?

List your top five most important Consumer Mindsets in the table below. Check the box to indicate the Purposes of Packaging that correspond to each of your top five choices.

Consumer Mindset	Image	Convenience	Protection	Sustainability
1				
2				
3				
4				
5				

Total for Each Column: _____ / 17 _____ / 20 _____ / 10 _____ / 10

Percent for Each Column: _____ _____ _____ _____

Answer the following questions using 3 or more complete sentences. Use the back of this paper or a separate sheet if you need more room to elaborate.

- 1) Which of the four purposes of packaging was most important to your group? Why do you think this is?
- 2) What is most important to you when you buy a product? Why? Give an example of something that you have bought or hope to buy that supports your reasoning.
- 3) What consumer mindsets do you look for in a shopping experience? How is this the same or different from what your parents look for in a shopping experience? Give two or more examples supported with an explanation.
- 4) In preparation for our next class: For fun... Use your knowledge of the purpose of packaging and consumer mindsets to brainstorm two ways that packaging could be improved.