

## 2-2 Journal: Consumer Behavior and Drivers of Demand: Who Is in the Driver's Seat?

1. Was I an discretionary purchaser or not?

The healthiest product I will talk about are "Blue Light Glasses". This was a discretionary purchase due to the need I had for them. I was getting constant headaches. I spent all day at work on a computer. For the past 18+ years, I've read everything on my laptop during schoolwork. Plus, the rest of my colleagues and I watching. My headache turned into migraines that I was getting once regularly. I knew it was the "screen time" that affects my vision. Because if I spent all day and about 2-3 hours using a computer with blue light on them, my vision is perfectly fine.

2. Were you the primary or secondary consumer? In other words, were you the decision maker regarding the purchase, or did others influence you?

I believe I was the secondary consumer. I talked about these glasses that a few co-workers that use them. They told me that they are available on Amazon and very affordable. Since I do not have any type of vision insurance, I knew it would be a little costly to go to an actual eye doctor. My father recently went and told his eyes checked and ended with vision insurance it cost him a couple hundred dollars to get new lenses for his glasses. So, I believe due to the talk about price with my dad on their affordability and easy accessibility, of these blue light glasses, I was influenced to purchase them.

3. How do family or consumer differ from other consumers when making purchase decisions? Describe at least three differences and use examples to illustrate.

# Journal Of Consumer Behavior

**SJ Ball**



**Journal Of Consumer Behavior:**

## Whispering the Secrets of Language: An Psychological Journey through **Journal Of Consumer Behavior**

In a digitally-driven earth where screens reign supreme and instant conversation drowns out the subtleties of language, the profound strategies and psychological subtleties hidden within words usually get unheard. Yet, nestled within the pages of **Journal Of Consumer Behavior** a fascinating fictional value blinking with fresh feelings, lies an exceptional quest waiting to be undertaken. Published by a skilled wordsmith, that enchanting opus encourages viewers on an introspective journey, softly unraveling the veiled truths and profound influence resonating within the material of each word. Within the mental depths with this emotional evaluation, we shall embark upon a heartfelt exploration of the book is core themes, dissect its fascinating writing fashion, and yield to the powerful resonance it evokes deep within the recesses of readers hearts.

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