

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 work of my colleagues and I'm watching. My headaches 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 and about and not using a computer with blue light filter then 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 the 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

Marco Cascella



Journal Of Consumer Behavior:

Whispering the Strategies of Language: An Emotional Journey through **Journal Of Consumer Behavior**

In a digitally-driven earth where displays reign supreme and quick connection drowns out the subtleties of language, the profound secrets and emotional subtleties hidden within phrases usually go unheard. Yet, set within the pages of **Journal Of Consumer Behavior** a captivating literary value blinking with organic emotions, lies an extraordinary quest waiting to be undertaken. Written by a talented wordsmith, that marvelous opus attracts readers on an introspective trip, softly unraveling the veiled truths and profound affect resonating within the muscles of each word. Within the psychological depths with this touching evaluation, we can embark upon a sincere exploration of the book's key themes, dissect their fascinating writing fashion, and fail to the strong resonance it evokes strong within the recesses of readers' hearts.

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