

# Why Do People Buy Stuff?

By Dan B. Cauthron

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On the Net or off, people will usually buy what they need. More importantly though, they will almost always buy what they want, if simply to satisfy what may be just a vague urge that exists only at a subconscious level.

The Internet itself hasn't changed basic human motivation one whit. While we may be more knowledgeable and more sophisticated than our forebears, the reason why we do things remains essentially the same . . . to get what we want and need.

The good news is that people still want and need the same things they have always wanted and needed. Which of us doesn't long for more leisure time, financial success, acceptance from our peers, comfort, security, family stability, prestige?

But as we've already mentioned, the urge to fulfill these needs and desires may not be consciously realized. Do you go to the supermarket harboring a conscious thought of providing security and stability for yourself and your family by fending off starvation? Probably not. Have you ever felt blue, and went on a shopping trip to 'feel better?' Probably so.

Then it behooves us as business owners to understand a bit about human motivation, and the reason why people buy stuff.

Below are five primary motivators of all human behavior. These apply not only to making a buying decision, but to other aspects of human life and interaction as well. When you ponder these motivators, you'll begin to realize that they are deeply rooted in the human psyche, akin to our most common needs and desires.

1. Desire for gain - usually financial, but also at an

emotional level to gain in love, power, prestige, respect from others.

2. Fear of loss and desire for security - again, usually financial, but the fear of emotional loss as well. This motivator can relate to the loss of something already gained, or to the fear of not gaining something that is perceived as a need.

3. Comfort and convenience - making life easier, less complex, more productive, more leisurely, less stressful.

4. Prestige and pride of ownership - although it may not be a psychologically healthy frame of mind, many people do attach the worth of life to the ownership and accumulation of material items.

5. Satisfaction of emotion - the act of buying can translate into a 'feel good' mechanism, possibly satisfying an array of emotional urges. While we're not suggesting you take advantage, compulsive spenders quite often experience bouts of the 'blues' or even depression.

As you begin to ponder and understand your own motivations, so will you be more able to understand the motivations of others. We're all human, and for the most part cut from the same cloth. We share essentially the same needs and desires, even though we may go about satisfying them in vastly different ways.

The greater your understanding becomes of why people buy stuff, the greater your ability will be to explain what you have to offer. You'll be more able to make clear to your potential customers the inherent benefits you can provide through your products and services.

As your potential customers come to realize why they should do business with you, and subsequently do so, at least some of your own key needs and desires will be fulfilled.

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Dan B. Cauthron offers original marketing insights and a 7-Volume eMarketing Library to all new subscribers. Join his list by visiting <http://www.Earn-Revenue.com/RevTips> or send your name with the words 'subscribe me' in the subject bar <mailto:Dan@Earn-Revenue.com> Dan's original articles are available for reprint from this autoresponder. <mailto:reprints@Earn-Revenue.com>

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