



LifeSmarts U Personal Finance Lesson Decision Making: Who Made Me Buy That? Teacher Prompt

Analyzing the marketplace and our decisions to spend money is complex. We are faced with hundreds of attempts to influence our perceptions about needs and wants every day. A closer look at what influences us to buy goods and services brings us one step closer to understanding the consumer decision-making process.

Directions: Brainstorm as many ways as possible the “information source” you have been assigned to analyze attempts to influence what teenagers want or choose to purchase. Be prepared to share your insights with the full group.

The Question...

How does _____ influence what teenagers choose to buy?

Brainstorm with students the external factors that influence their consumer spending choices, record the responses for everyone to view.

Possible responses include:

- television
- magazines
- friends
- parents
- advertising
- internet
- malls
- celebrities
- packaging

Divide class into discussion groups and assign each group an “information source” to analyze and discuss. One student in each small group will present their discussion results to the entire group.

Use the Discussion Questions in the Decision Making Lesson Plan to explore additional ideas after students have presented.