social studies 9   
UNIT 4: Section 2: workbook 16

# Factors Influencing Consumer Behaviour

Use the following chart to organize your ideas about the **factors that influence consumer behaviour** from **pages 244 to 255** of your textbook, *Issues for Canadians*. Type your responses between the blue brackets provided.

|  |  |
| --- | --- |
| Factor | Notes |
| Identity | < > |
| My thoughts on the ? from page 244 of the textbook | < > |
| Health and Safety | < > |
| My response to the ? on page 248 of the textbook | < > |
| Jobs | < > |
| My response to the ? on page 250 of the textbook | < > |
| Environment | < > |
| My response to the *Critical Thinking Challenge* on page 253 of the textbook | < > |
| Marketing | < > |
| My response to the *Critical Thinking Challenge* on page 254 of the textbook | < > |

Patricia Lychak et al., *Issues for Canadians: Teacher Resource* (Scarborough: Nelson Education Ltd., 2008). Handout 7-8. Reproduced by permission.

Save your completed organizer to your **Activities** folder.