

YOUR PURCHASES AFFECT OTHERS

Being a consumer makes you part of a network of relationships with other individuals, all connected by the product or service you buy. You may never even meet some of these people, but your buying decisions affect them nonetheless. Often, the connections are obvious, such as the relationship between you and a salesperson. Other times they are less evident. For example, a decision to buy a car affects many people, from the steelworkers who produce the materials for building automobiles to the owner of the dealership you buy from.

Directions: For each decision described below, list two individuals who are affected by it — one whom you meet personally, the other with whom you have no personal contact. Also explain how they are affected. Then answer the questions that follow.

WHO'S INVOLVED?		
Decision	Individuals	Effects
Exchanging one pair of shoes for another of a different brand	1. 2.	1. 2.
Buying a head of cauliflower	1. 2.	1. 2.
Having an old suit or dress altered rather than buying a new one	1. 2.	1. 2.

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Thinking About the Effects

1. From the chart on the previous page, identify those relationships involving personal contact. Name three responsibilities you have to people you meet personally in a consumer transaction.

2. Name three responsibilities that people who deal personally with consumers have to their customers.

3. Identify those individuals in your chart with whom you have no personal contact. Do you have any responsibilities to those you do not meet? Explain.

4. What responsibilities do “behind the scenes” workers have to consumers? _____

5. Why is it too easy for some “behind the scenes” workers to not take their responsibilities to consumers seriously?

6. When a person makes a buying decision, how much consideration should be given to the decision’s effect on others? Should it be one of the most important factors? One of the least important? Explain.

7. What are some difficulties with trying to predict what effect a consumer decision will have on others?
