

Activity 22

Influences on Consumer Choices

If an advertisement tempts you to buy a product, evaluate the ad carefully. Make sure you understand what factors are influencing your choice.

Directions: For each advertising technique described in Figure 11.2 on page 239 in your textbook, find a print advertisement that uses that technique. Paste your advertisements in the spaces below and on the next page, and answer the questions that follow.

Slogan

Paste ad here.

Endorsement

Paste ad here.

Activity 22 *continued*

1. Why should you be wary of slogans? _____

2. Why should you be wary of endorsements?

Cartoon Character

Paste ad here.

Emotional Appeal

Paste ad here.

3. Why should you be wary of product characters?

4. Why should you be wary of emotional appeals?

Activity 23

Media Messages

Businesses use many different types of media to advertise their products. In fact, you are surrounded by media messages.

Directions: Sharpen your awareness of media messages by responding to the following questions and statements about different types of media.

Print Media

1. Newspapers and magazines are the main types of print media used for advertising. Identify four newspapers or magazines.

2. Choose one of the items you listed under number 1 above. Count the total number of advertisements that appear in it and write the total here.

Electronic Media

3. Television, radio, and the Internet are the main types of electronic media. On the lines below, identify four television programs that you watch regularly.

4. Watch one of the programs you listed above for 30 minutes. What is the total number of advertisements that appear during the program?

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Activity 23 *continued*

5. Listen to your favorite radio station for 30 minutes. How many advertisements did you hear during that time period?

6. Log onto a computer and use it to do online research for 30 minutes. Count the number of ads that you see during those 30 minutes.

Direct Mail

7. Mail order catalogs and store coupons are examples of direct mail advertising. Count how many items of direct mail your parents/guardians receive in one week and write the total here.

Signs & Displays

8. Advertising signs appear on billboards, benches, buses, taxis, and storefronts. On your way to school, count the number of advertising signs you see and write the number here.

Conclusions

9. Add up your answers to questions 2, 4, 5, 6, 7, and 8. What is the total?

10. Your answer to question 9 represents the total number of ads you see or hear in just one week. Does the total surprise you? Why or why not?

Activity 24

Your Consumer Rights

Consumers have rights that protect them from false advertising and unsafe products. Your rights make it possible for you to voice a complaint if you are not satisfied with a product or service. To use your consumer rights, you need to understand what they are.

| | |
|------------------|-----------------------------|
| Right to safety | Right to be informed |
| Right to choose | Right to be heard |
| Right to redress | Right to consumer education |

| | |
|--|-----------|
| 1. Products must be well designed and, if used properly, must not cause harm or injury. | 1. |
| 2. Labels must give you information about products. Laws protect you from false or misleading advertisements. | 2. |
| 3. Consumers are entitled to choose from a variety of products. They have the right to select the items that fit their needs. | 3. |
| 4. Consumers can speak out about a product if they are not satisfied with it. | 4. |
| 5. Consumers can take action to correct a wrong if they have a problem with a product. | 5. |
| 6. Consumers are entitled to learn about their rights. | 6. |

Activity 24 *continued*

Part I Directions: Choose a “right” from the box below and write it in across from the correct definition in the chart that follows.

Part II Directions: Explain how you would exercise your consumer rights in the following situations.

- 7. You just bought a new skateboard. When you get it home, you notice that one of the wheels is loose. What right can you exercise? Why?

- 8. Assume that you take the defective skateboard back to the store, but the store manager refuses to listen to your complaint. What right can you exercise? Why?

- 9. You also bought a DVD player, but it stopped working after only a week! What right can you exercise? Why?

- 10. You want to compare the features of two hairdryers, but one of them doesn't have a description on the outside of the sealed box. What right can you exercise? Why?

Activity 25

Making Good Consumer Choices

Part of being a good consumer is knowing how and where to shop. Informed shoppers take time to explore options before making purchasing decisions.

Part I Directions: Check your shopping skills by answering the questions below.

1. What can you learn by reading labels on merchandise?

2. How can you judge the quality of an item you want to purchase?

3. Why is it advisable to avoid impulse buying?

4. Why is it a good idea to ask for the advice of family members before making a major purchase?

5. What factors do you need to consider when trying to determine the best place to buy a new product?

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Activity 25 *continued*

Part II Directions: Different kinds of shopping options are listed below. For each type, describe the advantages and disadvantages that it offers.

| Type of store | Advantages | Disadvantages |
|------------------|------------|---------------|
| Department store | 6. | 7. |
| Specialty store | 8. | 9. |
| Chain store | 10. | 11. |
| Factory outlet | 12. | 13. |
| Discount store | 14. | 15. |
| Catalog company | 16. | 17. |
| Online shopping | 18. | 19. |

20. Which of the shopping options listed above do you generally prefer? Why?

Activity 26

Being a Wise Consumer

Wise consumers understand how a consumer economy works and know how to get the best value for their money.

Directions: Check your understanding of the consumer information in Chapter 11 by answering the following questions.

1. What are goods?

2. What are services?

3. What does the term consumer mean?

4. What is the purpose of an advertisement?

5. What three factors may influence a teen's buying decisions?

6. What is the difference between information ads and image ads?

7. What are five different types of media? _____

8. What four points should you keep in mind when evaluating advertising claims?

9. What is impulse buying? _____
10. What are five different types of stores?

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Activity 26 *continued*

11. What can you learn by reading labels?

12. What is a warranty?

13. What are the six rights of consumers?

14. What are three responsibilities of consumers?

15. What is the difference between an exchange and a refund?

16. What four guidelines should you use to manage your money wisely?

17. How are income and expenses related?

18. What is a budget?

19. Why is it a good idea to save some money each month?

20. What is a debit card?
