

CONSUMER PURCHASING AND PROTECTION

How Do You Decide?

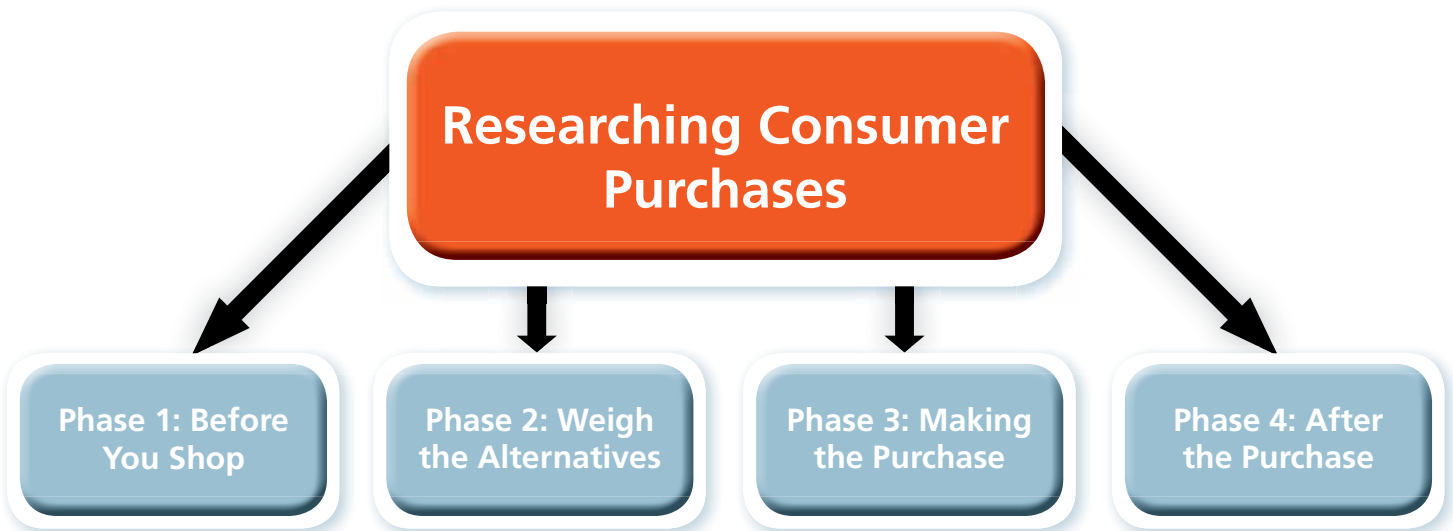
There are multiple economic, social, and personal factors that vary throughout your life and have an impact on your purchasing decisions.

Economic Factors	Social Factors	Personal Factors
Prices	Lifestyle	Gender
Interest rates	Interests	Age
Product quality	Hobbies	Occupation
Supply and demand	Friends	Income
Convenience	Culture	Education
Product safety	Advertisements	Family size
Brand name	Media (magazines, radio, television, newspapers)	Geographic region
Maintenance costs		Ethnic background
Warranty		Religion

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Invest the Time

Get more value for your money when you take the time to research and evaluate the products and services you want to buy.



1. Identify needs
2. Gather information
3. Know the marketplace

1. Identify values
2. Compare prices
3. Comparison shop

1. Negotiate the price
2. Compare finance options
3. Know the real price

1. Identify additional costs
2. Consider changes in needs, lifestyle, values, goals, resources