

Name _____ Period _____

CK 2 VBS
 EC 2 VBS
 3 3

Chapter 7.1 Buying Decisions – Buying Plan (pg. 191)
BUYING WITHOUT A PLAN -- What is impulse buying?

What are common impulse items?

Where are impulse items typically located in stores?

Have you ever bought anything impulsively?
 Comments about your impulsive purchase?

If so, were you satisfied with the item you bought impulsively?

Identify three suggestions to help you avoid impulse buying in the future.

- 1
- 2
- 3

add direction in box below, please

<u>BUYING WITH A PLAN</u>	<u>ITEM</u>	<u>CRITERIA</u> (Standards or rules by which something can be judged)	<u>TIMELINE</u> Next week? By a certain date? Long term date?	<u>SPENDING LIMIT</u> (maximum amount you are willing and able to spend) (or they should spend)	<u>CHOICES FOR HOW THIS ITEM WILL BE PAID FOR</u>	<u>FINAL CHOICE OF PAYMENT</u> Why?
Consider these items in terms of needs or wants						
Winter (Christmas) Birthday present you would like to give <i>Chrison</i>						
Need or Want						
Winter (Christmas) Birthday present you would like to receive						
Need or Want						

GATHER INFORMATION -- For class purposes, we will use the Internet to gather product information. In real life, you might use newspapers, magazines, radio/TV, or actually go to the retail store, etc. (Please do not use EBAY for this assignment)
What new information have you gathered about this product?

COMPARISON SHOP -- Please locate two websites where you could purchase the item you would like to give.

THE PRODUCT YOU'RE GOING TO GIVE -- WEBSITE #1

What is the name of the website where you could purchase the gift?

Does the product fit your criteria? Explain.

What does the product cost? Tax?

Are there any hidden costs -- like shipping?

Will it arrive to meet the timeline you set?

Is it a "safe website"? How can you tell?

Total cost?

THE PRODUCT YOU'RE GOING TO GIVE -- WEBSITE #2

What is the name of the website where you could purchase the gift?

Does the product fit your criteria? Explain.

What does the product cost? Tax?

Are there any hidden costs -- like shipping?

Will it arrive to meet the timeline you set?

Is it a "safe website"? How can you tell?

Total cost?

PRETEND TO MAKE THE PURCHASE

Now that you have gathered the information & comparison shopped -- are there any reasons why you would not make the purchase?

If you would make the purchase, which website do you prefer and why?

When would you make the purchase?

How would you pay for the purchase and why?

PURCHASE EVALUATION

What are three questions you can ask yourself to help determine if you made a good purchase?

1)

2)

3)

What have you learned from this activity: **BUYING DECISIONS -- BUYING PLANS?**

online radio interview
value to school
brief buying guidelines for the
holiday
PSA
make a website
sign around school
new consumer
individual - make deal
then couple
then group

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F-C 2 3
VBS 3

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Marilyn - make deal
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then group*