

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

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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.

