

# Chapter 22 Making Consumer Decisions

## Section 22.2 How to Be a Smart Consumer

### Section Summary with Key Terms and Academic Vocabulary

**How to Be a Smart Consumer** You can become a smart consumer by planning in advance. Smart consumers study advertisements, read consumer publications, and shop at sales. They also use shopping lists, resist pressure and gimmicks to buy goods and services, and read labels and warranties. Many consumers turn to consumer magazines when researching products and services. Planning helps them to avoid impulse buying and allows consumers to get the best warranty.

#### Key Terms \_\_\_\_\_

**promotional sale** A sale that offers a special buy on a new product or product that is in season

**clearance sale** Sale to clear out goods that are going out of season or are no longer profitable

**loss leaders** Advertised products that sell at a loss to bring customers into a store

**impulse buying** The act of making unplanned purchases

**warranty** A written guarantee from the manufacturer or distributor that states the conditions under which a product can be returned, replaced, or repaired

#### Academic Vocabulary \_\_\_\_\_

**convince** To bring to belief, consent, or a course of action

**publication** A published work such as a magazine or journal

**label** To describe or designate with, or as if with, a label

**document** A written piece conveying information