

CHAPTER SUMMARY

Section 13.1

Facts About Advertising

Advertising has the power to influence people's opinions and behavior. Advertising has benefits and drawbacks for both advertisers and consumers. Two different kinds of ads are information ads and image ads, and ads are available through different media. Advertisers use many techniques to persuade consumers. Consumers should evaluate ads for the facts. The Federal Trade Commission (FTC) enforces laws against deceptive advertising.

Section 13.2

Shopping Skills

Smart shoppers plan their purchases and avoid impulse buying. You can shop at stores, online, through catalogs, at secondhand sources, and at home. When comparison shopping, consider quality and warranties, as well as price. Shopping at sales and using coupons and rebates can help you save money, but only if you are careful and take time to plan. Shopping for services involves a different process from shopping for goods.