

## Chapter 6 Consumer Purchasing and Protection

### Economics and You: Consumer Incentives

**Directions** Answers the following questions.

1. In what month would you find “Black Friday” and “Cyber Monday?”

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2. Explain how these two dates are related to consumer incentives.

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3. Explain the significance of these dates for retailers and consumers.

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**Directions** Coupons are another form of consumer incentive. Clipping coupons can be a tedious job, but the rewards can be significant if done correctly. Answer the following questions.

1. Search for coupons in a newspaper or circular from a local retailer as well as coupons offered by free Web sites. How much money could you save by using coupons?

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Name \_\_\_\_\_ Date \_\_\_\_\_ Class \_\_\_\_\_

2. What are some common requirements to qualify for the coupons?

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3. How do these coupons help businesses?

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**Comparison Shopping**

On a separate sheet of paper, prepare two charts on your comparison shopping efforts to investigate competitors' prices for a 42-inch LCD HDTV and a digital camera. Investigate different vendors to find the best price. Also, prepare a brief summary on your comparison shopping experience. Attach your two comparison shopping charts to your summary. What consumer incentives were offered? Which comparison shopping task was easier – the one for the television set or the camera?