

NAME _____

HOUR _____

Video Worksheet

Directions: After viewing the video "Decisions: How to be an Aware Consumer" answer the following questions.

1. What are the four steps to consider when making a decision?

1. _____
2. _____
3. _____
4. _____

2. What is the difference between a want and a need?

3. List three NEEDS:

1. _____
2. _____
3. _____

4. List three WANTS:

1. _____
2. _____
3. _____



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5. List three RESOURCES:

1. _____
2. _____
3. _____

6. Why is planning before you shop important?

7. List three factors to consider when purchasing an item:

1. _____
2. _____
3. _____

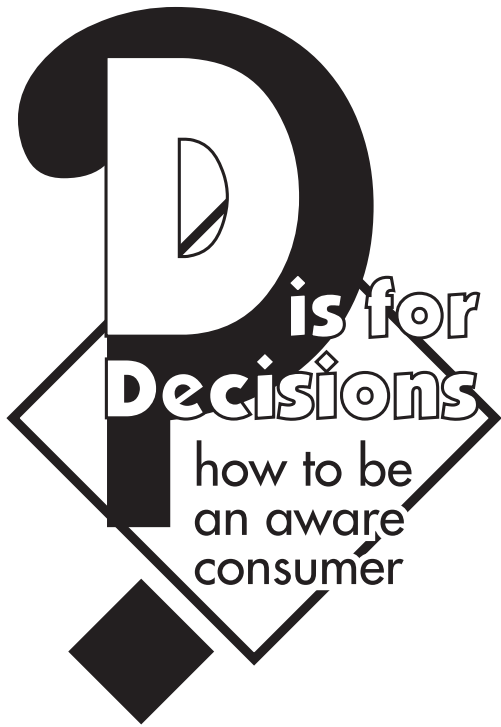
8. What is impulse buying?

9. Why is it important to keep your receipts?

10. Name two ways you could evaluate your decision.

1. _____
2. _____





NAME _____

HOUR _____

Teacher's Key

1. What are the four steps to consider when making a decision?

1. ***Set a goal*** _____
2. ***List your resources*** _____
3. ***Shop carefully*** _____
4. ***Learn from your decisions*** _____

2. What is the difference between a want and a need?

***A need is something you must have to survive.
Wants are something you desire.***

3. List three NEEDS:

1. ***answers will vary*** _____
2. _____
3. _____

4. List three WANTS:

1. ***answers will vary*** _____
2. _____
3. _____



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5. List three RESOURCES:

1. **time**
2. **money**
3. **skills**
energy, knowledge

6. Why is planning before you shop important?

Planning ahead allows you time to make decisions carefully and thoughtfully, before you get to the store.

7. List three factors to consider when purchasing an item:

1. **new or used**
2. **cheap or expensive/quality**
3. **color**
near or far from home

8. What is impulse buying?

Impulse buying is when you make a quick decision to buy something without giving it any thought.

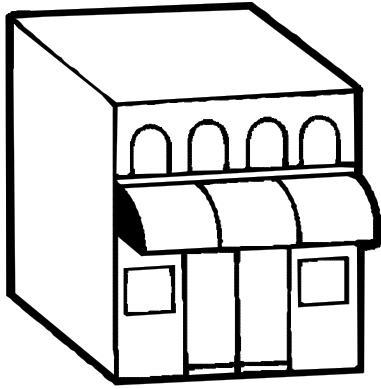
9. Why is it important to keep your receipts?

Keeping your receipts allows you to easily exchange or return items... within a period of time (10 - 30 days).

10. Name two ways you could evaluate your decision.

1. **Ask yourself if you are happy with your purchase.**
2. **Ask yourself if your purchase did what you expected it to.**
Ask yourself if you would change anything if you were to shop for that item again.
Wait for a period of time and see if you would make the same choice.





NAME _____

HOUR _____

Pick A Store - Any Store

Match the store type on the left with the appropriate description on the right.

(Write the correct letter in the blank.)

_____ 1. Department Store

_____ 2. Branch Store

_____ 3. Chain Store

_____ 4. Discount Store

_____ 5. Variety Store

_____ 6. Specialty Store

_____ 7. Boutique

_____ 8. Factory Outlets

_____ 9. Franchise Store

_____ 10. Catalog Showroom

_____ 11. Mail Order House

_____ 12. Personal Sales

A. Sells clothing and other merchandise at consistently low prices in large, simple buildings with low overhead.

B. Usually handles a specific kind of apparel such as bridal items or maternity clothes.

C. A retail outlet that displays samples of items available in the company circular.

D. Operates from the original flagship store in another location.

E. A store owned by the apparel manufacturer. Last year's styles, seconds, and overruns are sold to the public at low prices.

F. Merchandise is sold directly to the consumer through home parties.

G. A retail establishment offering a variety of merchandise in small sections of one store.

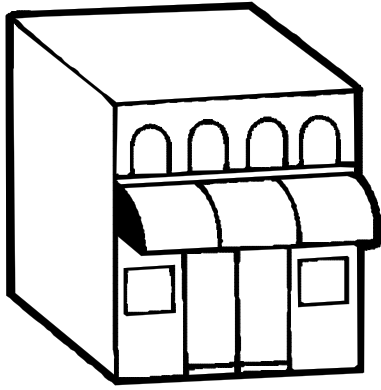
H. An individually owned business, which uses the name and merchandise of an established firm.

I. A small shop, which carries unusual, "arty" kinds of products. A type of specialty store.

J. Part of a group of stores that are owned, managed, and controlled by a central office.

K. Sells to consumers through a catalog and delivers merchandise to the individual's home.

L. Originally started as a "dime store". It has a wide assortment of lower priced items.



Answer Key

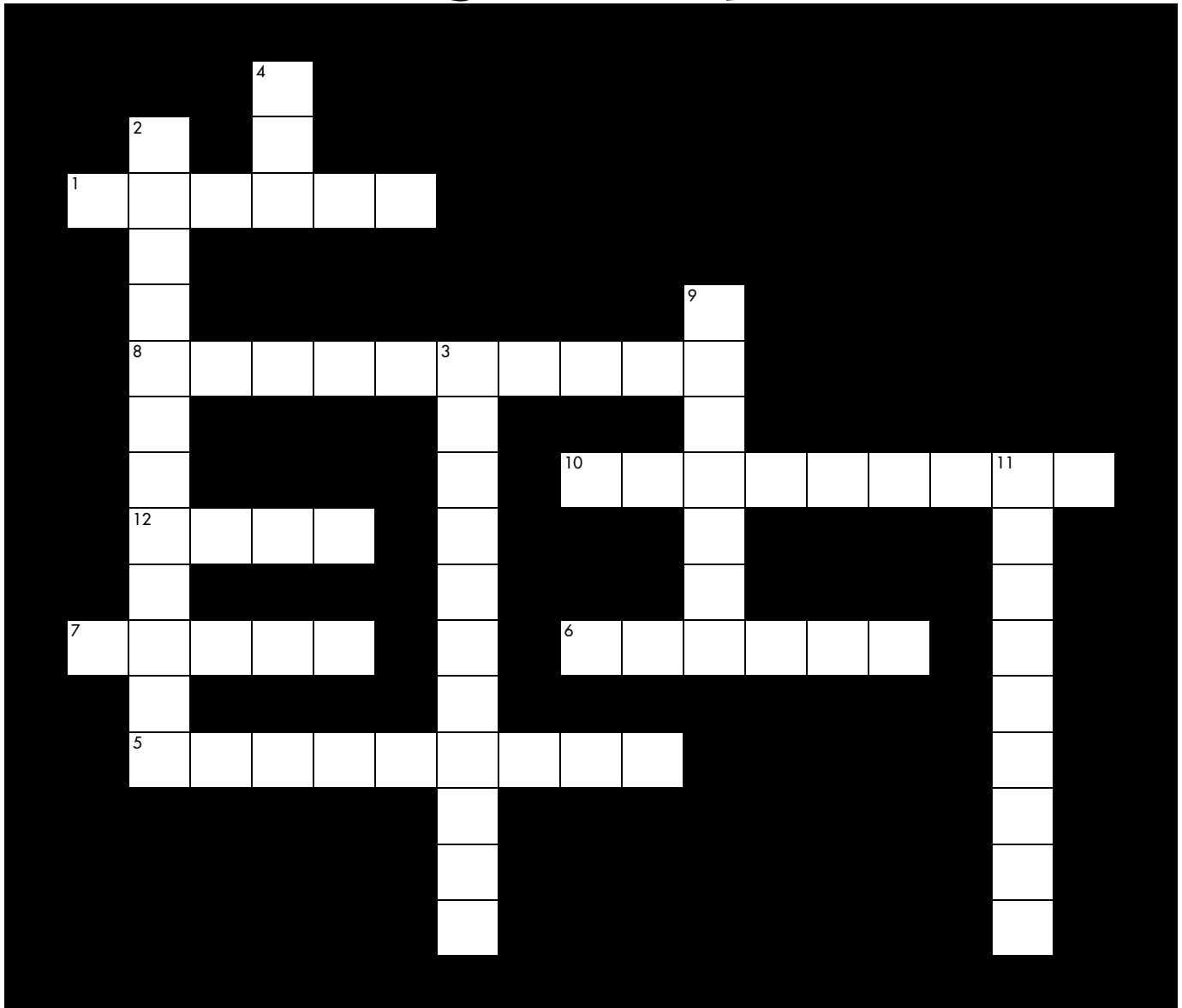
Pick A Store - Any Store

Match the store type on the left with the appropriate description on the right.
(Write the correct letter in the blank.)

- G** 1. Department Store
- D** 2. Branch Store
- J** 3. Chain Store
- A** 4. Discount Store
- L** 5. Variety Store
- B** 6. Specialty Store
- I** 7. Boutique
- E** 8. Factory Outlets
- H** 9. Franchise Store
- C** 10. Catalog Showroom
- K** 11. Mail Order House
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Consumer Rights & Responsibilities



Your Rights

1. The right to S_____.
3. The right to I_____.
5. The right to S_____.
7. The right to be H_____.
9. The right to R_____.
11. The right to E_____.

Your Responsibilities

2. The responsibility to guard against C_____.
4. The responsibility to seek it out and U_____ it when buying.
6. The responsibility to buy W_____.
8. The responsibility to let L_____ dissatisfaction be known.
10. The responsibility to have problems C_____.
12. The responsibility to S_____ it out and use it.

Consumer Rights & Responsibilities



Your Rights

1. The right to **SAFETY.**
3. The right to **INFORMATION.**
5. The right to **SELECTION.**
7. The right to be **HEARD.**
9. The right to **REDRESS.**
11. The right to **EDUCATION.**

Your Responsibilities

2. The responsibility to guard against **CARELESSNESS.**
4. The responsibility to seek it out and **USE** it when buying.
6. The responsibility to buy **WISELY.**
8. The responsibility to let **LEGITIMATE** dissatisfaction be known.
10. The responsibility to have problems **CORRECTED.**
12. The responsibility to **SEEK** it out and use it.

NAME _____

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Good Consumer Habits

When you act as a consumer, remember to practice good habits. Please indicate if the following answers are True or False for a wise and polite consumer. Circle the appropriate response.

- T or F 1. Always talk in a rude manner to all employees.
- T or F 2. To receive good service quickly, bud in line at the register.
- T or F 3. If you do not need help when browsing, say, "I'm just looking, thank you."
- T or F 4. Pull and stretch clothing to make it fit.
- T or F 5. Refold or re-hang clothing items after you look at them or try them on.
- T or F 6. It is not necessary to cooperate with store policies on refunds and returns.
- T or F 7. "Damaged merchandise" includes things that have been torn, soiled, or returned to the store after being worn.
- T or F 8. Stores can get full price on "damaged merchandise".
- T or F 9. The practice of shoplifting adds to the price of the merchandise.
- T or F 10. Ignore any problem you have with merchandise.
- T or F 11. Generally, lay-away is an easy way to get what you want without going into debt.
- T or F 12. Paying by check eliminates the need to carry large amounts of cash.
- T or F 13. Credit is the quickest and easiest way to buy.
- T or F 14. Cash purchases are made on a "buy now, pay later" arrangement.
- T or F 15. Impulse purchases require much thought and careful planning.
- T or F 16. When a store plans a sale, they try to convince you that you need their product(s).
- T or F 17. Making decisions without a plan is the wisest way to make a choice of what to buy.
- T or F 18. Resources are the objects or abilities that you can use to reach your goals.
- T or F 19. By carefully evaluating your decisions over time, your future decision making skills will be improved.
- T or F 20. The primary purpose of advertising is to sell.

Good Consumer Habits

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- T or F 1. Always talk in a rude manner to all employees.
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Complaint Letter Worksheet

1. Heading - Write your:

Name _____
Address _____
City, State & Zip _____
Telephone Number _____
Write the Date here. _____

2. Inside address - Write the name and address of the person to whom you are writing here.

Name & Title _____
Company Name _____
Address _____
City, State & Zip _____

3. Salutation - Write you "Dear Somebody" here. (If you have the person's name, use it. If not, use "Dear Sir or Madam.")

_____:

4. Body - Include all the following information by writing a short paragraph for each item:

a. Write two or three sentences giving the specific details of your purchase. (Date of purchase, style number, and other details.)

b. Write one or two sentences that state the problem.

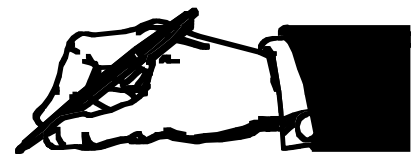
c. State the action you have already taken.

d. Ask for satisfaction.

e. List your expected results. (Give a specific amount of time.)

5. Write your closing (Sincerely, or Very truly yours,) and your signature here.

Closing _____
Your signature _____
Type or print your name _____



6. Now that you have planned your letter, write a practice letter.

The Next Step

If the store or company does not satisfy your request to settle the complaint, take the next step. Write another letter. Contact your local consumer affairs agency.

Follow the same basic steps that are listed on the "Complaint Letter Worksheet" page. Again, indicate in writing the actions you have already taken to solve this problem. Be as specific as possible.

If there is no such agency in your area, write to the state office that deals with consumer problems. Some states have a separate department of consumer affairs, while others handle these matters through the Attorney General's or Governor's Office.

As a responsible consumer, you will want to be aware of the number of laws, called acts, which have been passed to protect consumer rights. Many Agencies & Organizations have been created to enforce these laws. Among these are:

- Better Business Bureau (BBB)
- The Federal Trade Commission (FTC)
- The National Bureau of Standards
- The Consumer Affairs Council
- The American Society for Testing Materials
- The Consumer Product Safety Commission

Consumer Agencies that handle individual complaints can intercede with the store on your behalf and crack down on frequent offenders.

These agencies also work to improve standards in many fields. They conduct research to find which new products consumers want. They test products for quality and durability. This helps both the producer and consumer by developing better products.

Remember... You have rights as a consumer!

