

Smart Consumer Spending

Advanced Curriculum



TAKE CHARGE TODAY

Financial Education for a Better Future

**TAKE
CHARGE
AMERICA**



Institute

For Consumer Financial Education and Research

Planned Buying Process

From
Initial desire to buy

To
*Satisfaction after the
purchase*

Planned Buying Process Principles

Durable vs. Consumable Goods



What are examples of durable and consumable goods?

Applying the Planned Buying Process

Durable

Consumable

Prioritize Wants

Your present self impacts your future self

When Prioritizing Wants



How do personal and social factors influence individuals?

Conduct Research

Information Sources



What are
questions critical
consumers ask?

Consider Purchasing Options

Depending on the item, several options may exist:



What are example of items available as used or store-brand?

Consider Product Features



What are product features of automobiles?

Product Price

	Option 1: Price:	Option 2: Price:	Option 3: Price:
Rank features in order of importance	Place a ✓ if the option includes that feature.		

Spending Plan Evaluation

Before making the purchase, evaluate your spending plan:



What is an item you currently use that has a cost of ownership?

Cost Per Use



How can cost per use influence purchasing decisions?

Make the Purchase

When making the purchase,
be confident with the company and staff!

Online Purchases



What are principles to making a safe online purchase?

Redress

Process of righting a wrong

Summary
