

### THINK CRITICALLY

Handwrite your responses in the space below; 2 sentences each.

1. List strategies, other than having the right price, for selling goods to consumers.
2. List three types of media that sellers can use to help create demand for a product.
3. List three things you can do before you shop to improve your buying power.
4. List three things you can do while shopping to make better purchase decisions.
5. List three things you can do after your purchase to make better decisions in the future.

### IN DEPTH: Ad Appeal

Shopping is something everyone has to do. Goods and services provide us with basic needs as well as luxury items. How many times have you thought that you were misled by an advertisement? Have you been convinced to buy something that you later thought was not worth the money?

Think of 3 television commercials that you have seen recently. For each ad, describe the people you think are in its target audience. Then tell whether the appeal is logical (to meet real needs) or emotional (to convince people they need a product). Tell whether or not you think the ad is effective, and explain why.