**CONSUMER ECONOMICS**

**Chapter #3 Study Guide**

Income- disposable

Discretionary

Decision making questions

Deciding to spend-

*questions*

Deciding on the right purchase-

*questions*

Deciding how to use your purchase-

*questions*

Buying Principles 1. Gather information

2. Use advertising wisely

3. comparison shopping

**Advertising-**

Types of advertising (selective vs. primary)

Benefits of advertising- (what good are they to consumers?)

Negatives of advertising

Deceptive advertising- (types/examples)

Regulations on advertising-

Government –

Self-imposed-

Consumer Rights

1.

2.

3.

4.

5.

Consumer Responsibilities?