COMPARING PRICES

YOU'RE BUYING A GREAT DVD PLAYER, NIKKI, BUT BE SURE TO KEEP THE RECEIPT JUST IN CASE.

NIKKI BOUGHT THIS DVD PLAYER YESTERDAY. AND TODAY IT'S ON SALE.

NIKKI BOUGHT THIS DVD PLAYER YESTERDAY, AND TODAY IT'S ON SALE.

NIKKI, LOOK AT THE NEWSPAPER.

THAT NIGHT LOOKING AT THE NEWSPAPER.

Tough luck! Now it's on sale at the store where you bought it.

I HAVE THE RECEIPT, LET'S GO BACK AND ASK FOR A REFUND!

WE'RE LUCKY THE STORE HAD THAT POLICY. NEXT TIME, I'LL COMPARE PRICES BEFORE BUYING!

YOU'RE RIGHT.

BECAUSE YOU BOUGHT IT RIGHT BEFORE THE SALE, WE'LL GIVE YOU THE SALE PRICE. YOU'LL GET $20 BACK.

THANKS!

YEAH, BUT FOR NOW, LET'S GET A PIZZA. YOUR TREAT!

ARTWORK BY TOM POGGE

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SORT OUT THE STORES

All stores are not the same. Different stores charge different prices for the exact same item. You need to sort out the stores to find the best buy. Some have low prices, but not many sales people. Some offer a wide variety of items. Others offer only one main type of item, like electronics or clothes. Here are five kinds of stores you may find and some information about them to help you Sort Out the Stores.

**Department stores.** These stores have many departments under one roof and a wide variety of items. Prices are usually higher, except during sales. Salespeople give you lots of help and service after the sale.

**Discount stores.** These stores usually sell a wide variety of products at reduced prices. They may have some sales help or they may be self-service. These stores may be willing to lower prices to meet the competition’s.

**Mail-order stores.** These “stores” are convenient because you shop by catalog in your home, order by telephone or mail, and your order is delivered by mail.

Online stores or E-tailers. These stores are online at World Wide Web (www) sites. There are two types of e-tailers—one is just a web version of the same stores you might have in a local mall. Barnes and Noble Bookellers and the Gap are two examples of this type. The other type is Web-based only. Actual “stores” where you can go to see and touch products before you buy do not exist. Amazon.com is an example of a Web-based only store. Online stores are convenient because the store is always open. Prices will vary and shipping and handling are additional costs.

**Specialty stores.** These are usually smaller stores selling one type of item (clothes, toys, electronics). They generally have lots of salespeople to help you. Prices are often higher. Service after the sale is generally good.

**Superstores.** These stores are usually huge and may be described as several “stores” under one roof. There is usually a grocery side and another side containing clothes, housewares, hardware, and other sections commonly found in large discount stores.

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**THINGS TO DO**

- Collect a bunch of ads from magazines or the Web (www). See if you can find two ads for each of the six techniques listed above.
- Look through teen magazines. Count the number of ads in the magazine and for whom they are written. What kinds of items are advertised most often? Why?
- Which ads do you like best? What makes an ad interesting to you?
**WHAT ABOUT ADVERTISING?**

Let's face it. Businesses want your money! We are pressured to spend—by advertising, by our friends, and by clever marketing techniques used by stores. (Think of the stacks of shirts, sweaters, and jeans at the mall.) Learn about advertising techniques so you can become an informed shopper.

Ads are used to inform, interest, and persuade you to buy products and services. Ads are used everywhere—TV, radio, the Internet, newspapers, magazines, signs, mail order catalogs, personal letters, telemarketing calls, movie theater leads, billboards, bags, free samples—even on clothing such as T-shirts. Advertising has a powerful influence on our spending behavior.

Think about it. How did you learn about some of the products you buy? Chances are, advertising has affected many of the purchases you've made.

From the **seller's point of view** the advertisement should develop or reinforce a desire for the product or service. Advertisements might also promote a positive image for the company.

Consumers generally want advertisements to contain information that can be helpful in making a decision. An advertisement can tell the consumer:

1. that a product exists
2. what it does
3. where the product can be purchased
4. how much it costs
5. how it is made
6. how well it works

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**FIND THE WORDS...**

catalog
delivered
department
discount
mail order
online
prices
reduced
self service
specialty
variety
world
wide web

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**Sort Out the Stores—Field Trip**

Visit two types of stores (for instance, a department store and a discount store). Select an item of clothing such as a sweater or pair of jeans. Write down the key features of the item, including the price. Discuss what you discover with others in your group.
**Complain with Class**

Mandy bought a sweater at a local clothing store. The first time she washed it, the stitching came apart in a side seam. She asked her mother to repair it. Did you ever buy anything that proved to be defective soon after you bought it? All of us have probably put up with a defect, repaired it ourselves, or thrown the product away.

- **Speak out.** If no one knows you’re unhappy, you’ll never get anything done in the marketplace. Effective complaining is an important part of getting the most for your money.
- **Suppose the company** that made your product isn’t in your city. Write to the head of customer service. Simply contact the company by letter, e-mail, or telephone, and state your problem, including how you tried to solve it, and what you want the company to do. Thank them and end your letter.
- **Take action.** Avoid telling your story to friends and family over and over. Find someone who can help. Call or visit the store. Ask for the person in charge and tell them why you are dissatisfied.
- **Control your temper.** If you blow your cool, your attitude will provoke your listener. Stick to facts. Have your receipt and warranty (if applicable) ready. State your problem clearly and briefly.
- **Learn to complain effectively.** By following five simple rules, you can save money and solve many of your consumer problems.

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**Complaint Fun**

No matter how much you like something, things can go wrong. As a consumer, you have the right to make a complaint if something breaks or doesn’t work properly. Complete the puzzle to find out how to register a consumer complaint.

**Across**
1. If you have a problem, go back to the where the purchase was made.
2. When you complain at the store, ask for the .
3. Enclose copies of your and receipt if you write to a manufacturer.
4. Don’t lose your .
5. Never lose confidence in your to win.
6. your warranty.

**Down**
1. Don’t be afraid to out.
2. Always keep your when you purchase an item.
3. If the store manager cannot help you solve the problem, a letter to the manufacturer.
4. If the company won’t satisfy your complaint, you can contact the state Bureau of Consumer .
5. When you make a consumer complaint, stick to the .
6. the time to complain.