

Consumer Shopping Awareness-



Tips:

- 1) **Need vs. Want**– Do I really need this item (essential to living) or would it be nice to have?
- 2) **Cost to Buy vs. Rent**– Consider how often you will use the item and if it might be cheaper to rent it each year when considering (depreciation/decline in value, maintenance, insurance, storage, interest on product payment, etc.)
- 3) **Available Funds**– Do you have funds available for the purchase? What is the cost of interest if purchasing on credit? Do you have funds saved up or do you need to wait to save funds for purchases?
- 4) **Wait 24-48 Hours**– It’s always better to wait a day or two to make a major purchase after speaking with a salesman to avoid “buyers remorse” and/or being pressured by a salesman trying to earn a commission. If you really want/need the product it will still be there tomorrow and the sales person will still get their commission.
- 5) **Research is Your Friend**-
 - Always comparison shop different brands and store locations. Wait for end of season sales.
 - Quality and quantity should be considered along with price.
 - Read product reviews from independent sources and other consumers.
 - Intended Use-light or heavy duty/(frequent) use.
 - Research the company, warranty policies, customer service support, parts availability, etc.
 - Location– Is the product suitable for the climate or environment in which you live (i.e. high wind, humidity factors, elevation, etc.). Not all products work well in all climates.
 - A “sale” is not always a sale. Know the price of items before you go shopping.

Resources:

- ◆ Better Business Bureau: Check out business validity and ratings- bbb.org/en/us
- ◆ Consumer Reports (information and reviews)- consumerreports.org/cro/index.htm
- ◆ Consumer Safety (product recall information)- <https://www.consumersafety.org/>
- ◆ Official Guide to Government Information and Services (product/service complaints)- usa.gov/complaints-by-product



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