

**Preparing for Life and Career © 2013**

**Chapter 7: Being a Responsible Consumer—Read, Discuss, and Analyze Activity**

**Impulse Buying**

**READ the case study**

Marcel and his friends have decided to spend the afternoon shopping. They are planning on visiting department stores, factory outlet stores, and specialty stores. At the first store, which is a sporting goods specialty store, Marcel sees a jersey from his favorite football team. The store is advertising a sale that features three jerseys for the price of two. Marcel would like to purchase this jersey and is confident that he can quickly find two more jerseys to get the sale. He has not had a chance to try on the football jersey, but his friends are ready to go to the next store. Since the jersey is at a specialty store, Marcel doubts that he will find this jersey and sale elsewhere. He is starting to feel pressured to make a decision.

**DISCUSS this question in class:**

Do you think Marcel should make a purchase at this time?

**ANALYZE the following statements about the case study to decide which are true and which are false.**

- T F If Marcel purchases the jerseys, they will be an impulse buy.
  
- T F Marcel will *not* be able to comparison shop because the jersey is at a specialty store.
  
- T F Purchasing a product while under pressure to get the sale price is an effective way for Marcel to save money.
  
- T F Before Marcel makes a decision to purchase the jerseys, he should check the quality, fit, and evaluate the prices.