

Major Steps in Deciding What to Buy

1. Identify what you want.

- Set your priorities.
- Avoid impulse buying.

2. Determine how much you can spend or want to spend.

- Develop a budget and stick to it.

3. Find out what products or services are available in your price range.

- Check store ads.
- Consult consumer magazines.
- Ask your friends.
- Visit online vendors.

4. Choose the features you would most like to have.

- List specific characteristics/features the goods/services must have and features that it would be nice to have (optional).
- List the characteristics/features you definitely do not want.

5. Use the decision-making grid to analyze the alternatives.

- Use + for alternatives that have a desired feature, – for alternatives without the feature.
- Tally the plusses to determine best choice.

6. Watch for hidden costs.

- Check the sales tax. (Sales tax varies by community.)
- Check for delivery costs or costs of required accessories.

7. Make your choice.

Decision-making Grid for a DVD Player

Features ↓ Alternatives	Feature 1 Universal Remote	Feature 2 high definition	Feature 3 Blu-ray Media	Feature 4 MPEG compatible	Feature 5 Dolby Sound	Total Points
Item 1	+	-	-	+	+	3
Item 2	+	-	-	-	+	2
Item 3	+	-	+	-	-	2
Item 4	+	+	+	+	-	4