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

<table>
<thead>
<tr>
<th>Features</th>
<th>Feature 1 Universal Remote</th>
<th>Feature 2 high definition</th>
<th>Feature 3 Blu-ray Media</th>
<th>Feature 4 MPEG compatible</th>
<th>Feature 5 Dolby Sound</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 1</td>
<td>+</td>
<td>–</td>
<td>–</td>
<td>+</td>
<td>+</td>
<td>3</td>
</tr>
<tr>
<td>Item 2</td>
<td>+</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>+</td>
<td>2</td>
</tr>
<tr>
<td>Item 3</td>
<td>+</td>
<td>–</td>
<td>+</td>
<td>–</td>
<td>–</td>
<td>2</td>
</tr>
<tr>
<td>Item 4</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>–</td>
<td>4</td>
</tr>
</tbody>
</table>