

Name: _____

Consumer Spending Choices

Sometimes marketing and advertising can lead us into thinking our performance will be better if we use a certain product or service. We need to be careful when looking at advertising and remember that the company is trying to get us to buy their product. A lot of times they make us want items that we don't really need.

After reading the cartoon from Family Circus, think about a time when you, or someone in your family, bought a product because it was thought the item would improve a performance or help a performance. Did the product or service do what the advertising message said? Or were you let down because there was no improvement? Write two paragraphs on the back describing your experience.

