

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 promised the item would improve 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.



“If these new shoes don't make me run faster, can we get our money back?”