

Consumer Research

Language Arts Standard #8 – Locate, evaluate, and synthesize information for specific purposes, using a variety of sources, including interviews, the library/multimedia center, and a range of current technology. S, H, M

1. Choose an item that costs over five hundred dollars (\$500.00). It can be something you are really planning to buy, or something you want to buy in the future.
2. Watch TV commercials for advertisements of your product. Make note of advertising claims and prices.
3. Check Consumer Reports for a rating of your product. (This is a magazine published monthly that gives information on consumer products.) Collect notes on what you read, and write down the date of the issue and the title of the article from which you get your information.
4. Check the newspaper for sale prices of the product you are preparing to buy. Write down the name, date and page number of the paper from which you get the sale prices.
5. Next, you must locate five different companies on the Internet that sell your product. From each website gather the following information:
 - A. List your product, brand name and model number.
 - B. Note the price and features of your product.
 - C. Check the vendor's policy for credit or extended payments.
 - D. Find out what credit plans are available and how much interest you must pay over a period of six months, one year, two years, etc.
 - E. Take notes on the differences in vendor prices, policies, payment plans and credit agreements.
5. Prepare PowerPoint slideshow incorporating charts and tables to compare features and prices of your product. Be prepared to present your consumer research report to the class so that we may all learn from each other.

*If Internet access is not available, you can gather the information by visiting stores in your neighborhood shopping district. Make sure you tell the store managers that you are doing a research project for school. They should be willing to cooperate with you.