How the Media Influences Consumers

Dollars and Sense
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HOW DOES THE MEDIA INFLUENCE YOU AS A CONSUMER?
Modern Methods of Advertising

- Broadcast
- Cell phone and mobile
- Online
- Outdoor
- Print
- Product Placement
- Public Service
Online Advertising

- Ads based on your interests
- Advergaming
- Banner ads and other web page ads
- E-mail Ads
- Viral Marketing
Social Media and the Consumer

Social Media Influences Consumers
(click on link)
How the Social Media Influences Purchase Decisions
(click on link)
What Are Some Advertising Techniques?
Advertising Techniques

- Association
- Call to action
- Claim
- Games and activities
- Humor
- Hype
- Must-have

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Advertising Techniques

- Fear
- Prizes
- Repetition
- Sales and price
- Sense appeal
- Special ingredients
- Testimonials and endorsements
You need to ask yourself these questions when evaluating advertising techniques:

1. Who is responsible for the ad?

2. What audience is the ad targeting? What makes you think so?

3. What techniques does the ad use?

4. What does the ad say or suggest about the product or service?

5. What does the ad say about the people who buy the product or service?
Evaluating an Ad

(click on picture)
HOW CAN YOU BE A RESPONSIBLE CONSUMER?
Types of Consumer Buying Decisions

- Extensive decision-making
- Impulse shopping
- Limited decision-making
- Routine purchases
• Acquired information
• Checked information
• Used the information to compare products before purchasing
• Considered personal wants and needs
• Considered financial resources available for this purchase
• Avoided impulse shopping
• Avoided purchasing products that are harmful to the environment
• Considered the impact of the purchase on others
• Refrained from unethical consumer practices
• Shopped with reliable businesses
• Communicated dissatisfaction with the products
• Read and followed the use and care instructions
• Used the products in a way that was safe to themselves as well as others
Plan purchases

- Considered needs and wants
- Determined when is the best time to buy
- Resisted impulse purchases
- Worked individually or with others to resolve issues common to many consumers
Effective Consumer Buying

Be informed

• Make the most of information available to you
• Recognize selling strategies and use them to your advantage
• Understand the marketplace; know about the sources of goods and services
Effective Consumer Buying

Make wise shopping decisions – choose wisely

• Compare products and services
• Deal with reputable and reliable sources
• Resist pressure
Sources of Information for Wise Shoppers

- Advertising
- Consumer-oriented publications
- Guarantees and warranties
- Labels and hangtags
- Salesperson
Sources of Information for Wise Shoppers

- Government bulletins
- Internet
- Media sources
- Professional associations
Sample Complaint Letter

Obtained from the 2014 Consumer Action Handbook

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Tips for Filing a Complaint

• Remain calm
• State exactly what you want done about the problem
• Document each step
• Start with the seller first
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Textbooks:

Websites:
- All Twitter
  How the Social Media Influences Purchase Decisions.
- USA.gov
  Consumer Guides and Protection

YouTube™:
- How Does Social Media Influence Buying Decision-making?
  Element212 is out on the street interviewing everyday consumers on how social media influences their buying decision-making.