

# SHOPPING

# SENSE LIBRARY

JAN 19 1970

WHAT IS IT? UNIVERSITY OF IDAHO



**MAKING BUYING DECISIONS BASED ON -**

*Understanding your needs.*

*Willingness to gather facts to be informed.*

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**WHERE ?**

**HOW ?**

**WHAT ?**

**WHEN ?**



**...WILL YOU BUY**

**WHAT**

Choose among your wants.

Know your requirements.

—What do you expect of product or service?

—How will you use it?

—How long or how many times will you use it?

**HOW**

Plan ahead. Use shopping guides.

Avoid impulse buying. Use shopping list.

Shop and compare quality and price.

Be an effective consumer. Accept your consumer responsibility. Know your rights.

**WHERE**

Weigh cost of time and travel against other features in choosing where to buy.

Know services offered.

Decide which services are important to you.

**WHEN**

Choose the right time to shop.

—Consider time of day.

—Consider day of week.

—Be a season conscious shopper. Use a shopping calendar.



## SHOPPING CALENDAR

### JANUARY

Shoes, clothing, white goods—blankets, small appliances and sports equipment, storewide clearance, Christmas cards and decorations.

### JULY

Shoes, clothing, hosiery, swimming suits, refrigerators, washing machines, toiletries, floor coverings, summer furniture, garden supplies, used cars.

### FEBRUARY

Furniture, rugs, mattresses, china, glassware, housewares, curtains, women's coats, notions.

### AUGUST

Furniture, tires, coats and furs, curtains, garden and lawn equipment, paint, hardware, cameras, camping equipment, white goods.

### MARCH

Housewares, spring apparel, luggage.

### SEPTEMBER

Clothing, back-to-school specials, housewares, fabrics.

### APRIL

Women's dresses and hats, men's and boys' clothing.

### OCTOBER

Cars, coats and lingerie.

### MAY

White goods, television, soaps and cleaning aids, lingerie, handbags.

### NOVEMBER

Women's coats and dresses, blankets and fabrics.

### JUNE

Women's dresses, television, refrigerators, fabrics, rug cleaning, lumber, storm windows and screens.

### DECEMBER

After December 21, toys and gift items. In late December, women's and girls' coats and men's and boys' winter suits and coats.



*"The first requisite of a good citizen in this republic of ours is that he shall be able and willing to pull his weight."*

*Theodore Roosevelt*

## **DO YOU CARRY OUT YOUR CONSUMER RESPONSIBILITY?**

Consumers are important. You and your fellow consumers by your actions influence what is or is not produced. It is your responsibility to be aware of your role in the economy and to know how you can perform it effectively.

How can you be an effective and responsible consumer?

- ▶ Report your wants, likes and dislikes to dealers and manufacturers so they can serve you better.
- ▶ Encourage fair practices by buying from businessmen who sell better goods and services at reasonable prices.
- ▶ Report inferior goods or services to management, and insist on proper adjustments.
- ▶ Inform proper agencies of dishonesty, fraud, or law violations.
- ▶ Help keep down costs of dealer services by handling goods carefully to avoid soil or damage, avoiding hasty buying which causes unnecessary returns, and paying bills promptly.
- ▶ Promote group action for consumer interests in your local organizations.
- ▶ Know laws and regulations that affect you as a consumer.
- ▶ Learn about government agencies that help protect and guide consumers.

# SHOPPING THE SALES

The smart shopper knows that sales have a purpose. They may be held to reduce stock and make room for new goods or to dispose of discontinued lines or damaged goods. They may also serve to get you into the store to stimulate buying or to introduce a new product. Suggestions for buying at sales include:

- ▶ Consider time, energy, and money costs of getting to the sale.
- ▶ Shop at the start of the sale for best selection.
- ▶ Be sure the sale price is an actual reduction from the regular price.
- ▶ Watch for imperfect or damaged articles, or merchandise that is below the store's usual quality.
- ▶ Be sure to know if the store has a policy during sales of "No Refunds, All Sales Final."
- ▶ Check styles; items likely to go out of style may be poor buys.
- ▶ Remember, nothing is a bargain unless it will be useful to you.

## ARE YOU GOING SHOPPING ?

### REMEMBER . . .

*"He who buys what he does not need  
steals from himself."*

*Swedish Proverb*

*"Economy is too late at the bottom of  
the purse."*

*Seneca*

# A SHOPPER'S CREED

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## **I WILL:**

- ▶ Base my buying decisions on family needs.
- ▶ Be a selective shopper.
- ▶ Judge quality on the basis of a product's characteristics.
- ▶ Buy for intended use.
- ▶ Read labels carefully.
- ▶ Know what the guarantee covers and for how long.
- ▶ Avoid the rush hours when shopping.
- ▶ Make a shopping calendar to buy certain items at reduced prices.
- ▶ Be sure the sale price is an actual reduction.
- ▶ Plan ahead and use shopping guides.
- ▶ Avoid impulse buying by using a shopping list.
- ▶ Accept my responsibility to be an informed and effective consumer.

### SCORE YOURSELF. DO YOU USE SHOPPING SENSE?

Score 10 points for each practice you use. A score of 100 or more =

Shopping Sense. Less than 90 = Nonsense.

ELINOR A. ANDERSON

Extension Specialist, Home Management

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