

Name \_\_\_\_\_ Period \_\_\_\_\_

**Consumer Research**  
**Possible ARFL #5 Performance Objective**

Directions: Select an item to purchase. Research and compare at least three brands using consumer information resources. Use the decision-making process to determine which product to buy.

**Item researched:** \_\_\_\_\_

**Resources Used:** \_\_\_\_\_

**Comparison:**

	Brand:	Brand:	Brand:
Feature:			
Feature:			
Feature:			
Feature:			
Feature:			

**Decision Making Process:**

Identify: \_\_\_\_\_

Brainstorm: \_\_\_\_\_

\_\_\_\_\_

Explore: \_\_\_\_\_

\_\_\_\_\_

Act: \_\_\_\_\_

Evaluate: \_\_\_\_\_

\_\_\_\_\_

**Decision:**

I would buy \_\_\_\_\_ Because \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Consumer Research Example**  
Possible ARFL #5 Performance Objective

Directions: Select an item to purchase. Research and compare at least three brands using consumer information resources. Use the decision-making process to determine which product to buy.

**Item researched:** \_\_\_\_\_ **Handheld Music Storage** \_\_\_\_\_

*(I would first make a list of criteria or features I would like in the Handheld Music Storage. Perhaps my criteria would be physical size, amount of songs stored, video capabilities, memory in GB, accessories, or whatever else I felt necessary. Then pick three different brands))*

**Comparison:**

	1 Brand: <b>IPOD Shuffle</b>	2 Brand: <b>IPOD Nano</b>	3 Brand: <b>ZUNE</b>
Feature: <b>Physical Size</b>			
Feature: <b>Amount of Songs Stored</b>			
Feature: <b>Video Capabilities</b>			
Feature: <b>Memory in GB</b>			
Feature: <b>Accessories</b>			

**Decision Making Process:**

Identify: \_\_\_\_\_

Brainstorm: \_\_\_\_\_

\_\_\_\_\_

Explore: \_\_\_\_\_

Act: \_\_\_\_\_

Evaluate: \_\_\_\_\_

\_\_\_\_\_

**Decision:**

I would buy \_\_\_\_\_ Because \_\_\_\_\_

\_\_\_\_\_