**Consumer Case Studies**

#1: Mic Spike opened the door of the new automotive shop. He decided it must be a good store because there were so many people inside. His dad had sent him to get a case of oil and an oil filter for their car. He followed his dad's instructions on the brand to buy and was on his way to check out when he saw a display for a stereo system. It was marked with a big red sign that read, "This week only, $349.00." Mic had wanted a stereo for a long time. He wasn't familiar with this brand, so he asked the salesperson some questions. She said it was an excellent buy—so good, in fact, that there were only two systems left. She also explained how he could easily charge it on a credit card and would only have to pay a few dollars each month. He thought a very short time about the system and decided he couldn't pass it up. Soon he was on his way home with the stereo system tucked carefully in the trunk.

* Do you think Mic will be satisfied with his purchase? Why or why not?
* Why do you think he made this purchase?
* Was Mic a wise consumer? Why or why not?
* Mic made an impulse purchase. Have you ever bought something on impulse? Did it turn out to be a good purchase?
* What should Mic have done differently before purchasing a stereo system?

#2: Jaymee was totally distressed with her ancient phone. She had just redecorated her room and everything looked great—except the horrid looking phone that her grandparents had given her several years ago. She decided it was time to get something she liked to match her room. She decided to spend some time comparing the quality, price, warranties, and features of phones. Finally, she made her decision, a "TEL-A-TALK" phone seemed to be the best phone for the money. It only had a 30-day warranty, but when she mentioned it to the salesperson, he told her he would extend the guarantee for a year. She was pleased, and paid cash for the phone. After three months the phone developed an annoying clicking sound. She took it back to the store only to find that the salesman that had promised the year warranty no longer worked there and the store would not extend the 30-day warranty.

* What were Jaymee’s rights?
* What mistake did Jaymee make?
* What should Jaymee do now?

#3: Kim and Keven were brothers, renting an apartment while they attended college. Both decided they wanted new televisions for their bedrooms. Kim started shopping around. He looked at many brands, sizes, and types of televisions. He compared features, warranties, cost, and the reputation of the manufacturers. He purchased his television from a local dealer.

Keven was in a big hurry. He picked up a catalog that had arrived in the mail, found a television that looked like it was a good price, then called and ordered the television and charged it on his credit card.

* Which is the better approach to buying a television? Why?
* What are the advantages of Kim’s method of shopping?
* What possible problems could Keven have?