**The Buying Process Assignment**

This assignment will be checked for completeness and comprehension so do your best on it!

As we have learned, there are 6 main steps to making a decision for a big ticket item. Your challenge is to follow these six steps while you “purchase” your own large item from the list below. You are to use the internet to research and virtual shop your purchase. At each step I want you to record the criteria or give me proof of your research/shopping/decision making. I will be coming around at the end of the period to check your work.

List of Decisions

* Your washing machine breaks
* Your television is dropped while moving into your new apartment
* You blow up the motor in your car
* You have just finished high school and don’t know what to do (go to school or work)
* Your grandmother wants to give you a graduation present of a trip anywhere in the world for 4 days.

The Steps you are to follow

Step 1 - The need/want is created

What is your choice?

Step 2 - The criteria for the need/want are set

What features are you looking for?

Step 3 - Consumer searches for products that match the criteria

List 3 different options that meet your criteria.

1.

2.

3.

Step 4 - The decision is made

What is your choice?

Step 5 - The purchase is made (how are you going to pay/credit options)

How will you pay?

Step 6 - Evaluate the purchase

How will you determine if it was a good choice? List 3 ways.

1.

2.

3.