



Name _____ Date _____

CONSUMER RESEARCH

Select an item that costs more than \$100 that you would like 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: _____

Comparison:

	Brand #1:	Brand #2:	Brand #3:
Feature:			
Feature:			
Feature:			
Feature:			
Feature:			

Decision Making Process:

Identify: _____

Brainstorm: _____

Explore: _____

Act: _____

Evaluate: _____

Decision: I would buy _____

Because _____
