

# Activity 57

## Consumer Terms

**Directions:** The scrambled words in the sentences that follow have to do with consumer decision making. Unscramble the letters and write the letters of the correct word in the spaces provided.

- Products made for sale, such as books or gloves, are **SDOGO**. g o o d s
- Work performed for others, such as a haircut or car repairs, is called **ERISVECS**. s e r v i c e s
- A person who buys goods and services is called a(n) **MOSECRNU**. c o n s u m e r
- A message that tries to persuade consumers to buy a product or service is called a(n) **TATMINVEDRESE**. a d v e r t i s e m e n t
- Before you make any purchase, you should **TAAVELUE** the product. e v a l u a t e
- Information ads describe the **RESTAFEU** of a product of service. f e a t u r e s
- Image ads often use **BELTRESCEI** to endorse a product. c e l e b r i t i e s
- Ads with **GOLNASS** may be memorable but have nothing to do with quality. s l o g a n s
- Skillful shoppers get the best **ULAVE** for their money. v a l u e
- A **TWYNARRA** is a manufacturer's promise to repair or replace a faulty product. w a r r a n t y
- Consumers have a right to seek **DERSERS** if they have a problem with a product. r e d r e s s
- Before you buy a product, find out about the store's policy on exchanges and **DERFNUS**. r e f u n d s