What strategies are involved in wise buying?

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Why are there so many different types of stores?

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How can you avoid impulse buying?

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Why might you choose a brand-name product over a generic product?

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Why do you think it is important to be a wise consumer?

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What are some challenges consumers encounter when attempting to practice wise buying strategies?

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Why do you think it is difficult for today’s consumers to take the time necessary to do comparison shopping?

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What do you think is the advantage of department stores over specialty stores? Which do you prefer when shopping, and why?

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