

**CONSUMERISM**  
Consumer Decisions  
PL-04-3.1.2

Major factors to consider  
DOK 3

Price

Quality

Features

The amount of money or goods, asked for or given in exchange for something else

Degree or grade of excellence

An item advertised or offered as particularly eye-catching

Compare and Contrast  
how  
who  
why  
what  
when  
where

HOW - is the quality different between two similar products or goods

WHERE - can purchase

WHO - seller  
buyer

WHEN - does price vary

WHY - cost varies

WHAT - is the quality - affects the price