Bell Ringer #2

4/4/19

1. What is impulse buying?
2. What are three ways to mitigate impulse buying?
3. Consumer Purchase Options:
   1. buy the purchase item by trading an item of equal value
   2. buy the purchase item using cash from a savings account
   3. buy the purchase item using cash from a checking account
   4. buy the purchase item through a credit card transaction

Given the different costs associated with each option above, which should a  
consumer consider before making a credit card purchase?

A  the history of the producer’s company

B  the final cost of the product

C  the length of product availability