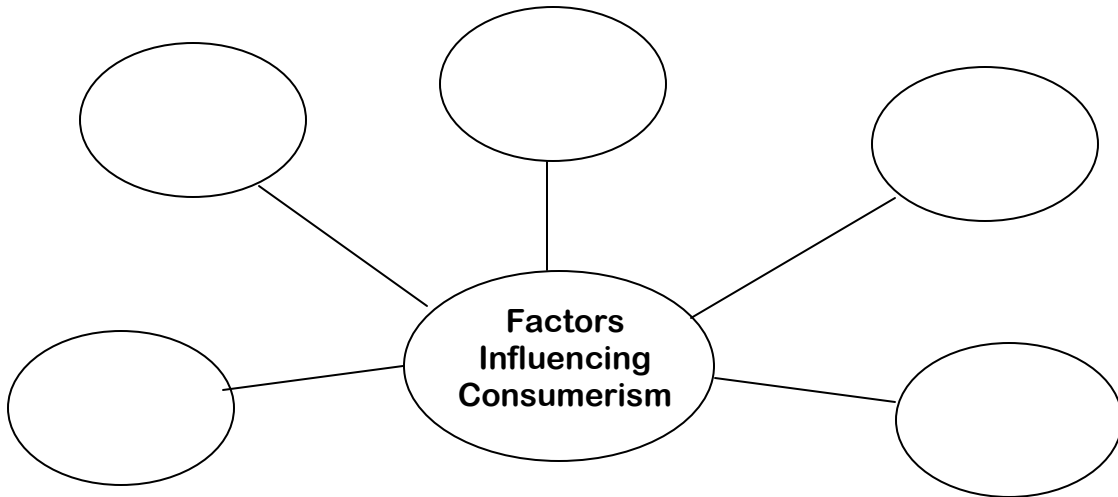


# Chapter 7—Factors Influencing Consumerism

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Quickly skim through pages 244-254 and fill in the following web with the different factors influencing consumerism.



## 1. Identity

Read the four views on page 244– 245 and answer the following questions.

A. Which of these views about factors that affect consumer behavior are most similar or dissimilar to your own views? Why?

B. To what extent do the products we consume define who we are and what's important to our quality of life?

In the space below, draw a picture to represent this factor. Beside your drawing, explain why your drawing represents this factor.

	Explanation
	_____
	_____
	_____
	_____
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## 2. Health and Safety

Read the two articles on page 248-249 and answer the following 2 questions.

A. Briefly summarize the main concepts from both of the articles.

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B. How does legislation about consumer health and safety affect consumer behavior?

Read the purple “Did You Know?” box and answer the following question.

A. To what extent do differences in the way U.S. and Canada regulate products for health and safety reflect differences in their economic systems.

In the space below, draw a picture to represent this factor. Beside your drawing, explain why your drawing represents this factor.

	<b>Explanation</b>
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	_____
	_____
	_____

### 3. Jobs

Look at the flow chart on page 250 and answer the following questions.

- A. What is the link between consumer spending and jobs?
  
  
  
  
  
  
  
  
  
  
- B. Explain how, in your opinion, consumer behavior affects the production of goods and services and affects jobs. Support your ideas with examples. (Hint: Look at the “Did you know?” box on page 251).

In the space below, draw a picture to represent this factor. Beside your drawing, explain why your drawing represents this factor.

	<b>Explanation</b>

### 4. Environment

Look at the flow chart on page 252 and the, “Did You Know?” box on 253 and answer the following questions.

- A. Why might choosing to buy environmentally friendly products affect the quality of life for you and other people?
  
  
  
  
  
  
  
  
  
  
- B. The economic theory of consumerism says the more people buy, the better it is for the economy. Why might Canadians have different views about the value of consumerism?

In the space below, draw a picture to represent this factor. Beside your drawing, explain why your drawing represents this factor.

	<b>Explanation</b>
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## 5. Marketing

Read page 254 and answer the following questions.

A. How might the principles you find in these ads apply to advertising and marketing for all products, including clothes, electronics, entertainment and school supplies?

B. To what extent do consumers choose the products they buy, and to what extent does marketing determine what they buy?

In the space below, draw a picture to represent this factor. Beside your drawing, explain why your drawing represents this factor.

	<b>Explanation</b>
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