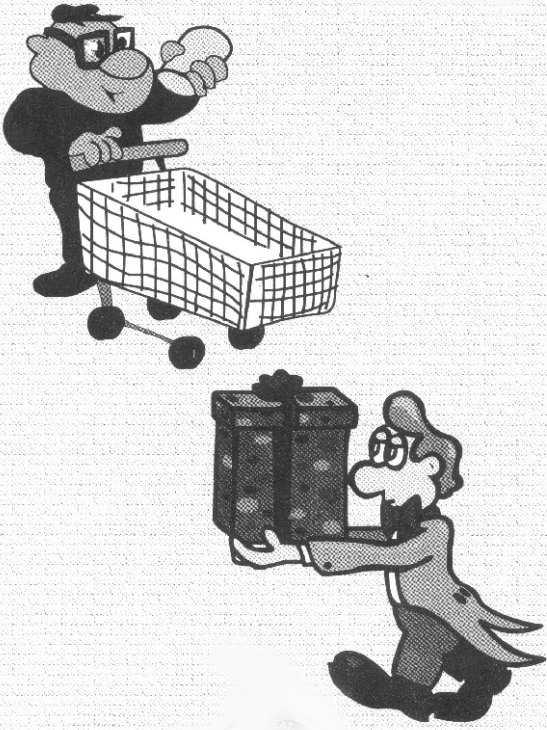


Guide to Consumers

Hints for Wise Buying



Right to Information Advocacy & Research Centre

CONSUMER RIGHTS EDUCATION & AWARENESS TRUST (CREAT)

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HINTS FOR WISE BUYING

While sellers have all the information, high pressure advertising techniques and various gimmicks to lure consumers into their well spreadout net, many consumer are poor and pay heavily for their lack of knowledge buyers habits and general laziness. They do not go round and compare prices because it is tiresome. They get into a shop, ask for an article, pay for it and rush out. Some make up their minds and will not change their decision even if facts show that what they are buying will be unsatisfactory for the purpose intended. There are others whose emotions and false notions control their buying decisions.

Buying wisely requires intelligence, cautions effort and energy, Ask yourself some of the following questions before buying an article:

(1) Can I afford it?

While everyone would like to have a Santro car ,all cannot afford it and many may not need it.

(2)How useful will it be?

A washing machine may appear useful in the advertisements, but will it actually serve your purpose.

3.Will it go out of style or use quickly?

When buying things to be used for a long period, change of style must be reckoned with.

4.How long will it last?

Durability or lasting qualities are important considerations for all articles which must stand the test of wear and tear. In comparing items for durability, examine the construction, and material used and ask specific question of people who know or who have used the article in question.

5.How expensive will up-keep and repairs be?

You may buy a sewing machine which is cheap, but its repairs and servicing may cost you so much that it would have been better had you bought a model which was known for quality.

6. Can repairs be made quickly when necessary ?

If your TV goes out of order , you need service facilities which will put it back to work quickly . Therefore, look for service facility.

7. How will it fit in with you and your surroundings?

If You are an elderly person, you may not purchase clothing which is garish or the so called in style prints. Similarly, a young person may not buy dull clothes.

8. Will it require other accessories to get the proper use or effect?

The cost of a purchase is not complete If accessories or attachments must also be bought to get proper usage.

9. Will a less expensive article serve the purpose ?

Some Consumers believe that the costliest article is the best. This is a false notion.

Compare the high Priced with low-priced article and feature to feature. If both are even, go for the cheaper one.

10. Do you really need it now ?

If something is not needed now or in the immediate; future, do not buy it. Some people cannot resist a bargain even though they may have no use for it.

11. How will it affect your health and comfort?

When you buy anything, think how it improves your health. When You buy textiles, comfort should be the criteria.

12. What is the re-sale value?

When you buy electronic goods, you should look into this, for you may sell the article after a couple of years when new models come into the market.

13. How safe is the product?

You may buy a toy for your child Which may cause injury. A hair dye may cause cancer. Some ready foods may have chemical additives harmful to your health.

14. How well will it keep?

It is false economy to buy a larger quantity of perishables which deteriorate after a time.

15. Will it work under specific conditions?

A fan may not rotate when there is low voltage which may be the case in summer.

You have to. therefore, buy a fan which can Work both in low and high voltage range.

16. Will you use it when you get it?

Many people buy exercising machines and stop using them after a while. So is the case with encyclopaedias and correspondence courses.

17. How much money will you save?

Many purchases are made because they will save money in the long run. But in fact it may be otherwise. All claims, as to cost of various appliances including upkeep and repair should be checked carefully.

18. How much time will you save?

If the total time taken for washing cloths in a washing machine is the same or close to ordinary washing method, there is no point, in investing on a machine.

19. How much energy will it save you?

A gas stove, an electric iron, a pressure cooker, a fridge and so on use considerable energy, and you should make sure that they do not put you to wasteful consumption of energy. When a manufacturer claims energy saving by his product the claim must be substantiated."

20. Is it dangerous to children?

In buying insecticides and pest spray, keep in mind that they may be dangerous to children even to pets.

21. Will it deteriorate under certain condition?

Some products deteriorate when they absorb moisture. Some cheap electrical appliances wear out if used continuously.

22. How will it stand washing?

In buying textiles, this is an important question: Is

23. Is the proper size and type?

In buying suitcases, fans, woollens, you should examine this aspect.

24. How reliable is the seller?

Whenever possible, buy from an old established shop. Such shops as a rule have long experience and they do not mis-represent. The reliability of the seller is of utmost importance in the case of all substantial purchases.

25. One last piece of advice?

In general, Whenever making an important or expensive purchase THINK! Consult as many people as possible who have bought this particular article.