Advertising and Consumer Rights

Types of Advertising

Validity of Information

Media
Quick Write #1

• Advertisers often use celebrity endorsements (statement of approval) to sell their products.
• Why do you think celebrities might make people want to buy a certain product or service?
Consumer

- Anyone who buys a product or service
- Product
  - Fast-food restaurant (Quad Stack Burger)
  - Wal-Mart to buy a CD
- Service
  - Eye exam
  - Dental check up
Responsible Consumer

• Think about your choices carefully
• Know what you are looking for in a product or service
• Evaluate!
Influences that Affect your Choices

• Personal factors
  • Beliefs, interest, curiosity
• Family
• Friends
• Cost
• Advice of sales people
• Advertising
Advertising

- Messages designed to cause consumers to buy a product or service
- Companies invest a lot of money into ads to persuade you to buy their product
Types of Advertising

- **Informational ads**
  - Rely mostly on facts
  - Use statistics
  - Include the advice of experts

- **Infomercial**—long TV commercial whose main purpose seems to be to present information, rather than to sell a product
Types of Advertising

• **Image ads**
  • Pair a product or service with an attractive image
  • Famous athlete giving an endorsement
  • Overall message “If you buy this product/service, this could be you!”
  • Suggest their product/service will improve your live
Advertising Techniques

- Bandwagon—everyone is using it, you should too!
- Beautiful people—you will be like the celebrity/athlete if you use it!
- Good times—you will have fun if you use it!
- Status—you will be cool if you have this brand name/designer item!
- Free rewards—get this and get something free too!
Evaluating Advertisements

- Ads can provide you with important info, but they can be misleading too.
- Exaggerate good points.
- Omit negative aspects (fine print).
- Blend fact with opinion.
- Recognize the difference between your needs and wants.
Fraud

- Deliberate deceit or trickery
- Claims that something cures or prevents illness
Critical Thinking

• Who should be held responsible when a consumer is “taken in” by a misleading claim—the advertiser or the consumer? Why?
Media

• Various methods for communicating information
Hidden Advertising

- Disguised as informational articles
- Mention of a product on talk show
- Product logo worn by an athlete during an interview
- Product placement in a movie
Comparison Shopping

• Method of judging the benefits of different products or services by comparing several factors, such as quality, features, and cost
  • Buying an MP3 player

• Warranty—a written promise to handle repairs if the product fails to work properly
Online Shopping

- Using the Internet to buy products and services
- Advantages
  - Pay a lower price
- Disadvantage
  - Can’t see it, feel it, test it
  - May have shipping costs
  - Trouble returning items
Quick Write #2

• Make a list of the people who provide you and your family with health care. For example, who is your doctor?
The Role of Health Care

- Health care system—all the medical care available to a nation’s people, the way they receive the care, and the way the care is paid for
- United States treats people who are sick or injured and has preventive care
  - Keeping disease or injury from happening or getting worse
Annual Preventive Care

- Testing hearing and vision
- Sports physical
- Checking for scoliosis
- Screening for high blood pressure
- Screening for eating disorders and obesity
- Regular doctor check-up
Health Care

- Health care is divided into general care and specialized care

- **Primary care physicians**—medical doctors who provide physical checkups and general care
  - School nurse, nurse practitioner

- **Specialists**—doctors trained to handle particular kinds of patients or medical conditions
  - Pediatrician, dermatologist
Where do you go for Health Care?

- Clinic
- Private practice
- Group practice
- Hospital
- Emergency Room—cannot refuse anyone immediate care!
Health Fraud

- The sale of worthless products or services claimed to prevent diseases or cure other health problems
Signs of Health Fraud

• Cure-all products; nothing cures everything
• Instant results; can’t change overnight
• Testimonials from “satisfied customers”
• Phony medical claims impossible to measure; “detoxify body”
• Claims the health care system is trying to keep products off the market
• Suggestions that the usual treatment offered by doctors is not as good
Examples of Health Fraud

- Weight Management Products
  - LOST WEIGHT FAST!
  - A good weight-management plan includes a sensible eating plan and regular physical activity.

- Beauty Products (acne creams, hair products)
  - Erase pimples and blackheads forever!
  - Products can help skin temporarily, but never permanently.

- Miracle Cures (arthritis, cancer)
  - Give false hope 😞
Problems with Health Care

- Know the return policy!
- Change doctors!
- Get a second opinion!
Application

• Watch television for 15 minutes 😊. During that 15 minute time period, record the advertisements you see.

• Next to the product, decide whether the advertisement “convinced” you to buy the product or service.

• Remember advertisements include commercials and products mentioned during a television show.