

consumerism culture

happiness quotient = what-you-have / what-you-want

**spending versus saving** (*You never save any money when you buy an item; you always spend money when you buy an item!*)

impulse buying (*damned credit cards!*)

national brands *versus* store brands

unit pricing

rebates (*Why are they popular?*)

warranty *versus* service contract

mediation *versus* arbitration *versus* small claims court *versus* class-action suit *versus* legal aid society

used cars *versus* new cars

**upside-down equity (aka negative equity)**

**leasing versus purchasing**

residual value (a.k.a. lease-end value)

**transportation costs**

Culture of Consumption Scandals: clothes, pets, batteries, light bulbs, meat, bottled water, **Cars**, etc., etc., etc.

*Note: Please concentrate on the **bolded terms**.*