



OKLAHOMA COOPERATIVE EXTENSION SERVICE

4-H Fabrics & Fashions

Consumer Education

Intermediate Level (12-14 Years)

Shopping Savvy

When to Shop

Should you buy at the beginning of the season or wait until the merchandise is on sale? There are some advantages and disadvantages to each.

At the beginning of a season you will find the latest fashions and the widest selections of styles and sizes. If you are hard to fit, you may find it necessary to buy at the beginning of the season. That way you will be able to wear your new clothing for the entire season. This is important if you are growing so rapidly that you outgrow your clothes between seasons.

A disadvantage to shopping at the beginning of the season is the prices. If you wait until the end of the season to shop, you can take advantage of sales.

Sales

We all like to stretch our money with bargains. Look for quality and compare prices. A garment that is on sale is not necessarily a bargain. Regardless of price, a garment is not a bargain if you don't need it.

As you shop at sales, ask yourself these questions:

- Why did this garment not sell at the regular price?
- Is the garment well-constructed?
- Is it shop-worn or damaged?
- Will it be in style next season?
- Is it regular stock that has been marked down or is it a special purchase by the

store?

Be a better shopper

Think before you buy that garment. Does it look good on you? Will it coordinate with at least two other garments? Will you pay cash, charge it, or put it on layaway?

Did you know that the more garments you have, the more time and effort you will need for shopping, caring, storing, and even deciding what to wear? Instead of purchasing several garments, why not use accessories to create variety with the clothes you already have?

Consider the quality of a garment. The cheapest price may not be the best value. For classic garments you will wear frequently and for several years, buy the best quality (fabric, workmanship) you can afford. Choose lower quality garments at lower prices if you know you will probably wear them for only one season. The quality of the garment and the price you are willing to pay should depend on its intended use.

Fads

Fads are new fashions that last a very short time and may be adopted by only a few people in one locality. For example, it might be a fad for nearly everyone in your school to wear bright-colored shoe laces. If you went to another school, the fad might be wearing gray socks. Fads sometimes make little sense, but they can be fun.

Since stores are in business to make a profit, they are usually just as eager to see fads as classic fashions. You have to learn the difference if you want to get your money's worth in selecting clothing.

Be a better shopper

1. I am a "thinking" shopper. I use enough time to make wise choices. I read labels and compare prices.
 Yes No
2. I make a note of a salesperson who is helpful and well-informed and call for that person on later shopping trips.
 Yes No
3. I am concerned about how much time I ask of the salesperson and consider other customers who want to be served.
 Yes No
4. I make a note of a particular brand or trade name which has proven satisfactory.
 Yes No

5. I avoid buying garments that require difficult or extensive alterations.
 Yes No
6. I handle merchandise carefully, knowing that customer damage of garments makes all the garments cost more.
 Yes No
7. I learn the store's policy on exchange and refund.
 Yes No
8. I return unsatisfactory garments. (If a complaint is justified and if the store is reliable, the garment will be returned to the manufacturer, unless marked for no return or exchanges.)
 Yes No
9. I try not to shop during rush hours or just before closing time when clerks are closing books.
 Yes No