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Wise Buying

The present-day market offers us varied products and services for our use. Everyday we find new type of products and services are introduced, existing products and services are improved. Sometimes we even find manufacturers are ready to produce products and provide services as per our requirement and specification. Under these circumstances it becomes necessary to know about different products and their related ones, the brands and models available, the features available and the comparative advantages and disadvantages of each model. While buying we spend some money to have a product or services for our use. So the utility we derive from the products and the amount of money spent on them must be compared. We also have to look into the factors required for the maintenance of the product after we buy it. So all these make the buying process complex in nature. Let us learn more about the buying process so that we can be wise buyers.

26.1 Objectives

After studying this lesson, you will be able to:

- identify a buyer;
 - explain the need to buy goods and services;
 - describe the factors that affect buying decisions;
 - explain the concept of wise buying;
 - describe the various considerations to be made before buying, while buying and after buying goods; and
 - explain the usefulness of various standardization marks.
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26.2 Who is a Buyer

A buyer may be defined as a person, a private business firm or a government office that chooses goods and services and spends money to obtain them either for own use or for resale.

A buyer may not necessarily be a consumer. Anybody who uses or consumes a product is called as consumer. Let us take an example. Suppose your father bought a shirt for you from the market. Your father obtains the shirt from the shopkeeper by paying some money, so he is a buyer. You are using the shirt by wearing it, so you are the consumer. Similarly, when the fruit seller of your locality obtains fruits from the main market by paying some money he is a buyer but not the consumer, because he buys fruits for resale. Now when you buy those fruits from him by paying money, you become a buyer. When you along with other members of your family eat those fruits, all of you become consumers.

26.3 Why do we buy

We buy goods and services for the following reasons.

i. To meet our requirements

In our daily life we buy several products on a regular basis. For example, groceries, vegetables, milk, newspaper etc. Sometimes we buy products immediately, as and when we require them. For example, medicines, clothes, shoes, pen, pencil, etc. Similarly, we also pay for the services we buy to meet our needs. Most of the people today pay for the use of telephone, electricity and water. We also pay for transport services when we travel. Businessmen pay for transport services for carriage of goods.

ii. To raise our standard of living

Sometimes we buy a house, a car or an air conditioner and similar products. These products are expensive and we do not buy them on a regular basis. These products add comfort to our life and improve our standard of living.

iii. To use quality products

When we buy a television, refrigerator, music system, kitchen items etc., we are sure that these products are going to last long. These products are called durable products and hence need not be purchased very often. However, with changes in technology we find new and improved durable products in terms of ease in handling, extra features, special advantages which attract us to buy them. For example, individuals having black and white television buy colour television, persons having semi-automatic washing machines go for fully automatic washing machines and people having ordinary refrigerators go for double-door or frost-free refrigerators etc.

iv. To respond to changes in taste and fashion

All of us know that preferences of individuals change according to changes in their taste, fashion and habit, etc. You must have noticed that when there is a change in fashion, individuals buy clothes according to it even though they have sufficient clothes to wear. Similarly, you find in recent times people have become more health conscious and are spending money more on health and beauty products.

v. To meet our social needs

It is a normal practice that when we go for attending any marriage party or birthday party, we may take some gift for the newly wed or the baby. Similarly, when we go to meet our friends and relatives we sometimes carry some sweets or chocolates for the children. If we go to a patient in a hospital who is recovering we may carry some fruits with us. All these are our social obligations that we fulfill to satisfy our social needs. And under such circumstances we buy different goods like clothes, gift items, flowers, fruits, etc.

vi. To maintain durable goods in running condition

Generally people buy car, scooter, washing machine, water purifier, and similar durable goods for regular use. After buying these items everybody wants to maintain them in a running condition and take steps to prevent breakdowns. Thus, such products require checking and maintenance services at regular intervals. There are service providers who undertake overhauling and maintenance services on payment. Sometimes, producers or dealers undertake maintenance work on the basis of Annual Maintenance Contract (AMC).

vii. To run a business

Buying goods and services are invariably necessary for businessmen to be able to run their business. Manufacturers have to buy machines, raw materials, etc; employ people to serve and perform different jobs; and also pay for securing water and power supply. Traders have to buy goods, to be sold at a profit. They have also to pay for the services of employees to run the business.

Intext Questions 26.1

- I. Which of the following statements are right and which are wrong?
 - i. All buyers are not consumers
 - ii. All consumers are buyers
 - iii. Traders always buy goods for immediate sale
 - iv. Traders buy goods to be consumed only and not to be resold at a profit.
 - v. Change of fashion does not compel every one to buy garments of new design.
 - II. Fill in the blanks with suitable words
 - i. We often buy _____ items to satisfy our social needs.
 - ii. People often buy goods to respond to changes in _____ and _____.
 - iii. Traders are _____ but not consumers.
 - iv. Manufacturers have to buy _____ to make finished products.
 - v. When the owner of a car employs a driver, it is called buying of _____.
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26.4 What affects our Buying Decision

You learnt about several reasons for which you may buy goods and services. Your decision to buy is basically related to those reasons. However, these reasons do not help you in deciding what to buy, where to buy, when to buy, and how to buy. There are many factors which affect your decisions. For example, if you need a pair of shoes and want to buy them, you may go to your nearby store or to a big shop of the nearby city during discount time and buy. Here it is the discount factor that motivates you not to buy the pair of shoes from the local market. Let us learn some of those factors that may affect our buying decision.

- Capacity to buy
- Advertisement
- Sales promotion Schemes
- Social status
- Intellectual status
- Availability of the product/services
- Urgency

i. Capacity to Buy

Every individual buys according to his capacity i.e., he buys as much as he can afford. Capacity to buy is an important factor that affects our decision regarding what to buy, where to buy, when to buy, etc. Buying capacity of an individual depends upon his earnings, eligibility for availing loans and advances and simultaneously on his fixed expenditure, debt repayments and other monetary obligations. For example, a person earning Rupees Ten Thousands a month may not have lump sum money to buy a car worth Rupees Three Lakh. But, by availing of a loan of the same amount he can purchase the car for which he shall have to repay the money in installments. Similarly, with equal earnings the buying capacity of two individuals may not be the same if one has to repay a debt. Thus, buying capacity of an individual is not the same as his earning, and buying decision of individuals changes according to their capacity to buy.

ii. Advertisement

Advertisement is basically a non-personal communication of messages by the businessmen to promote sale of a product. It provides information about the product regarding its quality, availability, special features and so on. To the end we find advertisements through newspapers, hoardings, radio, television, magazines, posters and handbills etc. These information affect our buying decisions. For example, you may have planned to buy a fan for you house. Through advertisement you came to know that a new type of fan is available that offers a guarantee of ten years because of its improved technology. This influences your decision and prompts you to buy the new model.

iii. Sales promotion schemes

As you know, the manufacturers, wholesalers or retailers announce special schemes by giving discount, free coupons etc. to increase their sales. All these affect the decision of a buyer. For example, say, you are going to the shop to purchase 'Pepsodent' toothpaste. But you come to know that if you buy 'Colgate' toothpaste you are getting a toothbrush free. This may influence you to change your decision and buy 'Colgate' toothpaste instead of 'Pepsodent'. Thus, Sales promotion schemes also affect our buying decisions.

iv. Social Status

The status of the buyer in the society influences his buying decision to a great extent. For example, we find people going for Two-wheeler or Four-wheeler vehicles depending on their status in the

society. The use of different brands of shoes, shirts and trousers etc. are also sometimes influenced by our social status.

v. Intellectual Status

The knowledge of an individual also affect his buying decisions. For example, we find, educated people are more selective while buying food items, clothes, any durable product etc.

vi. Availability of Products or Services

Mostly individuals choose products to buy from those which are available easily. Very rarely do people wait for a product to be available. For example, if you go to the market to buy 'Liril' soap and it is not available then immediately you may go for an other soap like Lux or Cinthol. You do not wait till 'Liril' is made available to you.

vii. Urgency

At times, due to urgency, the buyer compromises on the available product. For example, say, while travelling by rail you are stranded as there is an accident and the rail track is not free. After waiting for hours together when you feel hungry you buy and eat whatever food is available. Or suppose, your departure for the railway station is delayed and there is very little time to reach before the train-time, you will naturally hire a taxi or auto-rickshaw rather than waiting for a public bus.

Intext Questions 26.2

- I. Fill in the blanks with suitable words
 - (i) Educated people are more selective while buying food articles because of their _____.
 - (ii) Buying capacity of a person depends on his _____.
 - (iii) A person's buying capacity depends a great deal on his _____ expenses.
 - (iv) Mostly we choose to buy products which are available _____.
 - (v) Many people prefer to buy a product where it is being sold at a _____.
- II. Which of the following statements are right and which are wrong?
 - (a) A person may buy a costlier product if there is an urgency to buy.
 - (b) The social status of a person may lead him to buy a car rather than a scooter
 - (c) The buying decision of a person is not affected by advertisements at all.
 - (d) The buying capacity of a person depends on easy availability of loan.
 - (e) Learning and education donot affect a person's choice of product.

26.5 Concept of Wise Buying

We buy different products in our day-to-day life. But, sometimes after buying the products, we realize that our decision regarding buying any specific product or from any specific shop or at any

specific time was not correct. Let us consider some examples.

MOHAN went to the market to buy bread. He bought a packet and when he opened it at home he found the bread to be stale and rotten. Who is to be blamed? Has Mohan bought wisely?

RAMESH a resident of Jhansi has come to Delhi on a visit. While returning he remembered that his mother had asked him to buy a mixer-cum-grinder from Delhi. He did not have much time and so he went to a nearby electronic goods shop and bought a mixer-cum-grinder. The price was reasonable and the product seemed good. He gave it to his mother at Jhansi and she was also very happy. But, after a few days the mixer started giving trouble. He took it for repair and the mechanic said that the parts used in the machine were of inferior quality. The mechanic asked Ramesh, “why did you buy such a product so hurriedly? You should have enquired and bought the product of a reputed company”. Now think, has Ramesh bought wisely?

SUDHAKAR, a resident of Chennai went to Ludhiana on a business trip in the month of March. He was fascinated by the quality, price and variety of winter clothes available there. While coming back he purchased a few of them for his family. But after reaching Chennai he realized his mistake that nobody would be able to use them until December i.e., when winter starts in Chennai. Has Sudhakar bought wisely?

There can be many more examples similar to the above. And everywhere we find that the buyer has not bought the product wisely. It means that the buyer was not satisfied with the purchase. It may be related to the product as service or its place or price of buying. He would have been called a wise buyer if he would have derived satisfaction for the money spent by him on buying. A wise buyer does not regret his buying decision.

Thus, we find that, wise buying refers to buying the right type of products or services at the right time, at the right place and at the right price. It is a process of making a buying decision in the right manner, so that you do not regret in future.

Let us learn more about the process of wise buying.

26.6 Considerations for Wise Buying

Every buying process has three phases

- before buying phase;
- during buying phase; and
- after buying phase.

A buyer needs to be alert to take right decisions at all these three phases. For example, before buying a computer we have to be alert regarding where to buy and what type of computer to buy. Similarly while buying we have to be alert in seeing that original parts are used and the system is as per our specification. We also have to ensure that after buying the computer we can avail of service from the seller in terms of replacement of defective parts, if any, during the period of guarantee, maintenance of the machine, etc.

Let us study in detail about the various considerations that a buyer is supposed to keep in view at all the above phases while buying wisely. We can take the example of buying a washing machine

for our home.

26.6.1 Considerations before buying

The following factors need to be considered before buying.

- i. Before buying any product, it is necessary to consider whether buying the product is necessary or not. If the product is meant for your own use you can consider its necessity easily, otherwise the opinion of all those who will be using the products may be helpful. For example, family members' opinion must be sought before buying a washing machine.
- ii. In the market we may find several models of the product. For example, you find a fully automatic washing machine, which can wash clothes and dry them. You can also find semi-automatic washing machines, which wash your clothes, but you have to take those washed clothes and put them outside to dry. There are also dryers available where you have to put the washed clothes and they will be completely dried in the dryer. So you have to take a decision regarding buying a fully automatic washing machine or a semi automatic washing machine plus a dryer or just a semi-automatic washing machine. But for this purpose you must have the knowledge of the products available in the market.

Thus, before buying, one of the important considerations is to gather information about the different types of the product available in the market.

- iii. Now once you finalise to buy a specific product you have to gather further information about that product relating to:
 - different manufacturers
 - different models made available by each manufacturer
 - various features of each model
 - popularity of specific models
 - design and colour of the products available
 - price of each model

Let us refer to the earlier example. Suppose you decide to buy a fully automatic washing machine. Then you have to gather information about who are the manufacturers (like LG, Samsung, BPL, IFB, Whirlpool, National etc.), what are the different models (like top-loading or front-loading) made available by each manufacturer, features of each model (like timer, washing technology, degree of drying etc.), popularity of the model, the design, colour and looks of the model and price of each model.

On the basis of all this information now you will be able to decide which specific model you want to buy.

- iv. Now let us say you decided on buying LG fully automatic front-loading washing machine, which costs around Rupees Twenty Thousand. Still you have to consider where to buy, when to buy and how to buy the washing machine.

Not only washing machines but also for almost all types of durable products we have to decide on the same lines. Once you decide the product and its model then you have to consider where to buy, when to buy and how to buy the product

a. Where to buy

- After taking a decision about the model you have to decide whether to buy a product from the authorised dealer, wholesaler or any retailer. It is always advisable to buy the products from established shops. Avoid buying durable products from the hawkers or itinerants. While deciding to buy from the established shop you have to consider the reputation of the dealer or the wholesaler or the retailer.
- Sometimes you find sellers give discount on sales to increase sales. You must also gather information about the discount given by different sellers on the specific product.
- Sometimes, away from your hometown, you find some products attractive and beneficial. But you must try to find out whether maintenance of such a product is possible at your hometown or not. For perishable item you have to ensure that it remains fresh till it reaches your home. If you find it cannot remain fresh or in the former case, the maintenance is not possible then it is better not to purchase it from that place.

b. When to buy

- Generally during festive season we get discount on most of our purchases. If the product that we are going to buy is not urgent we can defer its purchase till the next festive season when the discount will be high.
- There are times when sales promotion schemes are offered and we get certain added advantages while buying a product. For example, 'buy one get one free', 'buy a scooter with free insurance', 'buy a fan, take a watch free', 'buy a shirt, get trousers at half the price' are different sales promotion schemes that we come across. We can buy some products when such schemes are announced.
- There are some products (like motor vehicles) on the purchase of which small businessmen, corporate houses and even professionals get some tax benefit. It may be advisable for them to buy such products before 31st March rather than buying it in the next financial year.
- Some manufacturers give 'off-season' discount on seasonal products. For example, buying an air-cooler in winters, woollens in summer attract heavy discount on the price of the product. One should not blindly go for availing these discounts. He must consider the amount he is spending and the utility he is deriving. For example, if I am getting a discount of 15% on buying an air-cooler in November, I must keep it in mind that even after paying for the product I shall have to keep it idle till April (when summer starts). So I must evaluate my decision to buy it in November or wait till April.

c. How to buy

Everybody knows that we have to pay money to buy any product. But, considerations on how to buy do arise, as now-a-days different ways and means of paying for the product are available. Let us examine them.

- Payment to the seller can be made by cash, cheque or credit card. When we pay by cheque or credit card we are relieved of the botheration of carrying cash with us.
- Sometimes the seller agrees to accept a part payment initially and the balance in installments. This type of purchase is possible under hire-purchase scheme and installment payment scheme. Buyers who do not have lump sum money to buy any durable product can do so under these schemes.
- Now-a-days for buying durable goods, loans are available from banks and other financial institutions. They give loan to the buyer for a fixed period and get money from him in EMI (Equated Monthly Installment). The rate of interest for these loans varies from time to time. The buyer must also evaluate all the avenues of loans for buying a product.
- Sometimes, during festive seasons and otherwise under sales promotion schemes the seller usually delivers the goods purchased at the doorsteps of the buyer. The buyer should also take advantage of it and thereby he can save some amount of money on transportation.

Intext Questions 26.3

- I. Which of the following statements are right and which are wrong?
- (a) Before buying a product it is necessary for the buyer to consider whether he has all information about available products.
 - (b) Wise buying means buying a particular model of the product after comparing only the prices of different models.
 - (c) Your decision about where to buy a product will depend on whether maintenance of the product is cheaper at the place where you live.
 - (d) It is better to carry cash and pay for the goods you buy on the spot even if the amount involved is large.
 - (e) Buying goods at a discount may require you to wait for the sellers to offer discount on sales.

26.6.2 Considerations while buying

While buying the product the following steps should be taken:

- First of all, you must inspect the product thoroughly to check whether there is any defect or not. It is still better if your family members or friends can physically examine it. The information given on the label of the product or on the packet of the product should be read thoroughly. Also you should check whether the items contained in the box are as per the label or not.
- Sometimes the defect in the product may not be noticeable with bare eyes. You must ask the seller to give a demonstration of the product. With demonstration you come to know how to use the product as well as watch its performance.
- For some products a standardization mark is given like ISI, ISO, FPO, Agmark, Eco-mark

Wool-mark etc. These marks are given on products, which conform to prescribed standards. While buying the product you must check these standardization marks.

- Once payment is made on purchase, you will get a Cash Memo from the seller. Cash Memo serves as a proof of your purchase. Generally Cash Memo contains the details of purchases like name of the item or product with specifications, quantity purchased, unit price and total price. It also contains the various terms and conditions of purchase. If you want to insure the product you have purchased against loss, theft, fire or damage with any insurance company, the cash memo is a must.
- Normally most of the durable products are covered by guarantee whereby the manufacture assures in writing that the specific product or parts thereof are free from defect and in case any defect is found within a given period, it would be replaced free of cost by the manufacturer.
- There are some products for which the manufacturer gives warranty he whereby promises to give free service for the maintenance of the product for a specific period. It may or may not include replacement of parts that need regular change. If the product you are buying is covered by guarantee or warranty, then first you should go through the terms and conditions of guarantee or warranty. Only then you should put your signature on the guarantee or warranty cards. These cards also need to be stamped and dated by the seller along with his signature.

26.6.3 Considerations after buying

There are few things, which if taken care of may keep you trouble free after buying a product. Let us discuss some of them.

- After the product is purchased, all documents related to the product, like the cash memo, credit card slip (if paid through credit card), the user manual of the product, the service book, the guarantee as well as warranty cards, must be preserved safely.
- Before using the product you must thoroughly read the user manual so that you can handle or operate the product properly. It may be noted here that any damage caused to the product due to mishandling is not covered under either guarantee or warranty or insurance.
- After buying any durable product it is advisable to get it insured against loss, theft and fire. The electric/electronic items can also be insured against damage due to electrical or technical fault.
- Sometimes sellers (mostly authorised dealers or manufacturers) or other service providers offer maintenance of the product sold under AMC (Annual Maintenance Contract). Under this contract, the buyer if he wants, can avail of maintenance service of his product for a year by giving a one-time fee. As a buyer you may consider availing of this offer as the authorised dealers or manufacturers can provide specialised care to your product. Again, this contract also leads to a hassle-free use of the product for the whole year.
- In case of any defect found in the product or problem in operation of the product, you must immediately intimate it to the seller.

- If you have purchased the product under hire purchase or installment payment scheme, you must ensure that the installment is paid before the due date, to avoid penalty. It is also essential to keep a proof of the payment made.

Intext Questions 26.4

I. Fill in the blanks with suitable words

- (a) If a product is packed in a box, the items in the box have to be checked with the information on the _____
 - (b) _____ of the product should be asked for to check whether it has any defect.
 - (c) Replacement of defective products or their parts is assured by the manufacturer in writing on the _____ card.
 - (d) Maintenance of certain products is provided free of cost under _____
 - (e) The cash memo acts as a _____ of purchase.
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26.7 Standardisation Marks

Have you ever observed that there are some products in which certain symbols or marks are found on their package or container? On a Coca-Cola bottle you find FPO mark, on pressure cookers ISI mark, on the package of bread, either Vegetarian or Non-vegetarian mark and a number of other symbols or marks in different products. These are called standardisation marks.

Why are these symbols or marks printed on the label of the products? What messages do these symbols convey to the consumers? As a wise buyer you must consider the significance of these symbols and marks while buying any item.

Standardisation mark is a mark or symbol given to a product, which meets certain standards with respect to the quality in terms of material used, methods of manufacturing, labeling, packaging and performance.

Following are the various standardization marks or symbols used on different products.

ISI mark
 Agmark
 FPO
 Woolmark
 Ecomark
 Hologram
 Hallmark
 ISO
 Euro II (Bharat II)

Let us discuss about marks and their significances.

ISI stands for Indian Standard Institute, which was the authorised body of Government of India to prescribe and certify quality standards for various Indian products. The name of this body was changed to Bureau of Indian Standard in 1986.

i. ISI mark

It is a standardisation mark issued by the Bureau of Indian Standards (BIS) to certify that the products conform to the minimum quality standards. It covers electrical goods, cement, mineral water, paper, paints, biscuits, instant baby foods, gas cylinders, soap and detergent powders etc. Before buying any such goods you should check whether the product bears ISI certification mark with a number. The mark carries different numbers for different products.



ii. ISO mark

ISO, an international body, has representation of more than 120 countries. It is located in Switzerland and was established in the year 1947. The national standard setting bodies are its members.

ISO stands for International Organisation for Standardization. This organization prescribes quality standards for products and services and authorizes national standard setting bodies (in India it is Bureau of Indian Standards) to use the same standard for issue of certificates. The objective of ISO is to make common standards of products and services at international level, which ultimately facilitate foreign trade. The standards set by ISO are applicable to all kinds of organizations. Some of the areas where ISO standards can be applicable are manufacturing, processing, printing, electronics, steel, banking, telecommunication, hospital, insurance etc. For certification of the quality standards in the case of exportable products, the BIS in India has prescribed standards of 9000 and 14000 series, which conform to the quality standards adopted in western developed countries.

iii. FPO

You must have noticed FPO marks on the containers of fruit products like jam, jelly, pickles, fruit juices, soft drinks, etc. What does it signify? Actually FPO stands for Food Products Order. This order sets standards for protection of quality of products made from fruits and vegetables. Any manufacturer who wants to produce and sell processed fruits and vegetables also requires license from Government of India.



iv. Agmark

It is a logo prescribed by the Agricultural Marketing Department of Government of India for use on agricultural, horticultural, forestry and livestock products. The use of this logo ensures the standard of natural and prescribed products. You must have noticed this logo on oil, fats, cereals, pulses, spices, honey etc.



v. Wool mark

It is a certification mark that appears on woollen garments that use pure quality wool. This quality standard for woollen products is prescribed by the international wool secretariat.



vi. Eco-mark

To keep the environment 'pollution free', BIS has prescribed standards for eco-friendly products. Products that conform to the standards set by BIS for environmental protection are permitted eco-labeling of their products. An earthen pot is used as a logo for eco-friendly products. This mark indicates that the product is environment friendly as regards production, use and disposal. The various products in which you may find this eco-mark are paper, packaging materials, textiles,



detergents etc.

vii. Euro II

Today air-pollution has been increasing in many cities due to emission of poisonous fumes from exhaust pipes of motor vehicles. To keep the air pollution under control Government of India has adopted the standards of emission prescribed by the European union. It is known as Euro II norm. A similar emission norm, which is applied to Indian cars is Bharat II.

viii. Hologram

You must have observed a small square size plastic sticker generally of silver colour pasted on the package of some products or on the cover page of some books. This is called Hologram. It gives a three-dimensional image of different colours when illuminated by an overhead light. It also changes its appearance when you change the viewing angle. By observing it minutely you can also find some text written on it. The text may be the name of the company or its logo or any other words/image. The purpose of sticking it on the package of the product is to establish the genuineness of the product.

ix. Hallmark

While buying any gold jewellery how can a customer ensure that the articles on which he/she is going to invest huge amount of money is made of pure gold? Generally, we cannot recognise the purity of gold by looking at it. Normal eye cannot recognize the purity of gold content. This may give jewellers ample scope to deceive the customers. Thus, to protect the customers against victimization by impure gold quality, Bureau of Indian Standard (BIS) has started giving a special symbol on gold jewellery known as 'hallmark'. This mark ensures the purity of gold jewellery by indicating its gold content. In India BIS has established Assaying and Hallmarking centres all over India to evaluate and test the quality of gold content in the jewellery.

Besides the above standardization marks you also find few other marks or symbols on various products. The followings are some of these marks.

i. Vegetarian and non-vegetarian mark

These marks are used to indicate the presence of vegetarian and non-vegetarian ingredients in processed food items. You must have noticed a mark of a small green or red circle inside a square on the package of some products like bread, milk powder, honey, spices, panmasala etc. The red circle indicates that the food item contains non-vegetarian ingredients and the green circle indicates vegetarian ingredients. This helps the consumer to identify the food of their choice. The Government of India has made it mandatory for all packages of processed food items to bear the vegetarian or non-vegetarian mark. This is an identification mark adopted by Government of India from Codex Alimentarius, which is an international organization that prescribes food safety norms.

ii. Bar Code

Have you ever noticed that there is a set of black vertical small lines printed on the label of some products? What does it imply. This is called bar code. It consists of a particular numbers of bars



of different width along with a number. If you observe it carefully you may find that the width of lines and the numbers written are different from product to product. These lines and numbers indicate the types and price of the product which only a computer can read. This barcode facilitate in preparing bills at the cash counter of shops where computerized bill payment system is in practice. This mark also serves the purpose of preparing a list of products in store. You can observe the utility of bar code in big cities and towns at the time of payment of telephone bill and also at the time of sending registered or speed post letters through computerised post office. If you have not noticed these lines then check right now. You can find bar code marks on the back cover of some books, on the packages of biscuits, spices, soaps, oil and a number of other consumer products.

Intext Questions 26.5

I. Match the terms in column ‘A’ with the phrases in column ‘B’.

Column A	Column B
(a) Agmark	(i) Jam / Jelly
(b) Hall Mark	(ii) Price of a product
(c) Eco-mark	(iii) Environmental production
(d) FPO	(iv) Edible Oil
(e) Barcode	(v) Genuine of pure gold

II. Fill in the blanks with suitable words

- i. ISI is a standardisation mark, which carries different _____ for different products.
- ii. ISO marks of standardization may facilitate _____
- iii. Hologram is a symbol which is used to establish _____ of a product.
- iv. A small red circle inside a square mark on the package indicates the presence of _____ ingredients in a product.
- v. FPO stands for _____.

Some Useful Tips

A wise buyer always thinks – *SELF-HELP IS BEST HELP.*

Followings are some useful tips for your help:

Product or Service	Things to be considered
Medicine	<ul style="list-style-type: none"> ● Buy only from chemist shop ● Compare the name of the medicine written on the label with the prescription of the physician

- Check the manufacturing and expiry date only from the label of the medicines
- Check the seal and content of the medicine
- Always obtain a cash memo

**Electrical or
electronic goods
and durable
products**

- Buy only from established shops or authorized dealers
- Check the standardization marks like ISI or ISO on the body of the products
- Check the manufacturers name and address
- Ask for demonstration
- Look for duly filled in guarantee/warranty card
- Read thoroughly the users manual before using the product
- consider availing of AMC, if any
- Avail after sales service regularly
- Insure the product against loss due to fire, theft and accident
- Keep the cash memo, guarantee/warranty card and user manuals at a safe place
- Don't try to open the product incase of any trouble, unless you are an expert
- Contact the nearest service station or dealer incase of any difficulties

Packed Food items

- Buy from the fresh batch of product
- Check the standardization marks like Agmark, FPO, Vegetarian and Non-vegetarian mark on the label
- Check the manufacturing and expiry date of the product
- Check the seal of the products
- Don't pay more than the price as printed on the label
- Avoid products on which price stickers are pasted over the printed price
- Go through the information given on the label before using or opening the product
- Lodge complaint immediately if you find any discrepancies in quality as well as quantity

Telephone Service

- Keep all the payment receipts with you

- Lodge your complaint immediately if you are not satisfied with the service
- Keep a record of your complaint number
- Make payment before the last date to avoid penalty in case you cross the due date

Cooking Gas

- Check the valve of the cylinder for any leakage of gas
- Ensure that the cylinder contains the exact quantity of gas as mentioned on the body of the cylinder.

26.8 What You Have Learnt

- A buyer is a person, a private business firm or a government office, which chooses goods and services and spends money to obtain it either for use or for resale.
- We buy goods to
 - meet our daily requirements
 - raise our standard of living
 - use quality products
 - respond to change in tastes and fashions
 - meet our social needs
 - maintain durable goods in running condition
 - earn profit through business
- Our buying decision depends upon
 - capacity of the customer to buy
 - advertisements of the products
 - various sale promotion schemes
 - social status of the customers
 - intellectual status of the customers
 - availability of products or services
 - urgency or need of the product
- Wise buying refers to buying the right type of goods or services, at the right time at the right place and at the right price.
- Before buying any goods and services we have to consider whether buying is necessary or not. Once decided, then we have to gathering information about available products offered by different manufacturers. We have to choose the best keeping in mind the different models

- | | | |
|------|----|---|
| | II | (a), (b), (d), – Right
(c), (e) - Wrong |
| 26.3 | I | (a), (e) – Right
(b), (c), (d) – Wrong |
| 26.4 | I | (a) Printed label, (b) Demonstration, (c) Guarantee,
(d) Warranty, (e) Proof |
| 26.5 | I | (a) – (iv), (b) – (v), (c) – (iii), (d) – (i), (e) – (ii) |
| | II | 1. numbers, 2. export, 3. genuineness, 4. non-vegetarian,
5. Food Products Order |

Activity For You

After reading this lesson, go around your house and list the goods lying in containers, bottles or packages. Then prepare separate list of goods (including books) bearing any standardization marks or symbols like: ISI mark, Agmark, FPO, Hologram, Bar code, Vegetarian, Non-vegetarian mark, etc.