



A Reasoned Purchasing Process

Planning to make a major purchase? Follow these seven steps for a thorough, reasoned purchasing process:

1) Assess your needs

The questions below can help you assess your needs before shopping for a good:

- Why do you need this good?
- Can anything else you already own meet this need?
- Could a second-hand item also do the trick?
- Does this good meet a need or a want? Why?
- What will it be used for? How will you use it?
- Do you need accessories that are sold separately?
- What price can you afford?
- Do you plan to buy an additional (extended) warranty for this good?

2) Design a comparison table

Design your own comparison table. To determine what criteria to include in your table, consider what information is worth analyzing and compare the different options available to you when you buy this good. Your needs will dictate the points you include in the table, especially those related to product features.

Be sure to include warranty criteria as well as store return and exchange policies in your table.

For more information on **legal warranties** as well as **exchanges and refunds**, visit the website of the Office, at opc.gouv.qc.ca.

3) Determine the options available to you

You can get an idea of the options available to you by conducting a quick search of the Internet, talking with friends and relatives, or visiting a store in person. Include three options in your comparison table once you have gathered all the necessary information.

4) Find out more about the different options

Fill out your table. To do so, you can consult your circle of friends and relatives, organizations that provide consumers with information about their rights and recourses, resources that rate products, public affairs programs, buyer guides, websites that post consumer opinions about products, or store websites. When looking for information online, make sure the sites you visit are credible.

5) Compare the options

Analyze your table based on the information you gathered and your needs.

6) Make your choice

Now that you've compared all the options, choose based on what makes the most sense to you.

7) Assess your decision

After using the product you bought, it's important to assess whether you are satisfied with the product, i.e., whether it meets your needs and expectations or, on the contrary, if you are dissatisfied.

Depending on how dissatisfied you are and which product you bought, you may wish to take consumer action like requesting an exchange, a refund or a repair. The possibilities depend on the law and the store policy, which is why you should find out about these aspects before buying.

Comparison Table

Criteria	Option 1:	Option 2:	Option 3:

