

Sunday, I decided to spend the day shopping in Binghamton. I actually got a late start due to my wanting to nap. When I finally got out of bed and got going, it was 1pm. After arriving in Binghamton, my main mission was to find hair. I had sent a friend to pick up some synthetic braiding hair for me at Sally's but they didn't carry it (I couldn't find it in the Oneonta store either). After wandering around several downtown streets, I pulled out my phone and googled a place. Turns out I was less than 2 miles away, but in the wrong direction. The hair store was a literal paradise. Went hog wild. I bought the braiding hair, a bang, concealer, and eyelashes, and miscellaneous stuff. My \$5 purchase turn into over \$30. Next I headed to Walgreen's to make a return with a receipt. You would have thought I was trying to rob a bank. I finally got my \$5.99 back.

Off to the mall. For about 3 years, I have seen ads to purchase a lottery ticket to win a new Jeep. The jeep was on display, but I passed it up to go to Zales', where I wanted to purchase a necklace that was \$100 marked down to \$19.99 (my price). I went back to the Jeep and I purchased that ticket. The lady at the desk asked me if I was going to Eddie Bauer to shop. My answer ... nope. She said, "I have a coupon for \$10 with no minimum purchase required." Yes, I then went to Eddie Bauer.

There I found a 50% off gadget special. I felt so blessed. I also found a new keyring setup on Sale!!! My day only improved. Lastly, I went to McDonald's to get food for the drive home. They took forever to answer the drive thru and the window. I gave them a \$20 bill. After another 15 minutes, I got hot food and my \$20 back. "Our thingy is broken. It's free tonight."

On Thanksgiving Day, I started trolling the bargain sites on the web very early. I scoped out the deals at JC Penney and Walmart because I didn't want to travel too far. Made it to JC Penney at 3pm. It's Thanksgiving Day, how many people would be there instead of eating a family dinner? Turns out it was a lot. I headed straight for the \$99.99 air fryer, after rebate, that I wanted. Could not find it. I did find a worker named David who I made my personal shopper. There was not a single air fryer to be had in the store. I knew I should have bought it online the day before but I really wanted to see it in person just in case I didn't like the quality.

I found out two days later that they had a lot of them; however, they sold out in a hour. David also told me that they had started selling them early, as in on Wednesday. Friday I was on the hunt. I went to two different JC Penney stores in the Albany area. I called customer service online because they had also advertised these for Cyber Monday. Every last one was gone. As part of my quest, I sent a text to a friend who was doing Black Friday in Middletown. Woo hoo, she got the air fryer. Turns out it was the wrong one. I returned it because it was \$59.99 with no rebate. I do have my limits.

Back to my Thanksgiving at JC Penney. I did get a few gifts off of my list. I found a packable puffer jacket that was \$100 was marked down to \$19.99 ... and I had an extra 15% off coupon! Score! I ended up buying 4 of them. Then I made it to the jewelry department.



On Black Friday 2016, I had purchased some diamond studs for myself. This is something I had wanted for over half my life. I decided to return them. My original intention was to return them and upgrade to something bigger. However, I decided to wait a little longer. When I got to the store the clerk asked, "Are you not happy with these"? I answered, "I loved them, but my dentist told me that I can't afford them". Last week, I paid \$149 for a cleaning. Next week I have to pay \$822 for four fillings. Unfortunately, my dentist also said he had plans for me in January.



This year I found some for \$699.98. They were on sale for \$149.99. Score! They are only ½ a carat but I'm ok with that. They are better than what I had. I also picked up a couple of jewelry specials to use for gifts. I did so well that the clerk announced over the loud speaker "I just saved my customer over \$900". When I finally left JC Penney, I noticed the line



outside the AT&T store. I guess others are like me and think shopping is more important than dinner.

On Saturday, I went back to JC Penney on my way to Albany. I was going to return one of the puffer jackets. They were now \$39.98 on sale. My earrings went up to \$249.99. I left the store with a smug smile on my face.

Once I reached Albany, I still had a mission. My first stop was at Home Goods. Every time I think my shopping list (I started Christmas shopping in June) is complete, I remember something else. I have a natural God given talent for finding the clearance sections. My first find was a cast iron skillet with a wood trivet. Score (the only problem was that it was for me)! Time to stop being selfish. Next, I found an Aden & Anais swaddler and paid only \$2. Online they are about \$20. Finally, I arrived in the bedding section. I spent about 30 minutes trying to pick out a throw blanket. I have never seen so many choices in one place (wool, oversized, soft stuff, reversible, different colors, different patterns, wide price range, fancy brands). Unfortunately, I didn't go onto Pinterest before I went shopping to make a decision. Instead, I narrowed it down to about 7 choices, and let someone else make the final decision.

Next was the Christmas Tree Shop. If you got there early there was a 20% off coupon. Totally a waste of time. I went to Boscov's afterwards. That's a lovely store. Not only did I get a couple of bargains for gifts, I also got free gift wrapping. This is probably one of the few times that you will ever hear me say "Free is not always worth it". I spent over an hour waiting for that free gift wrapping. Luckily they had chairs for the old people. Some of the people in the line actually left but I'm stubborn. I was not giving up on free. I did learn one thing. Several veterans came up to the help desk and got a special discount card to save them extra money; I thought it was nice.

Another place on my list was Bed, Bath, and Beyond. A few months ago I won a set of copper mugs from Marlboro. Being a thrifty person, I decided to turn them into a lovely Christmas gift. I went to Bed, Bath, and Beyond to get a Moscow Mule Cocktail mixer set to go with the mugs. It was on sale for \$9.99 and yes I had the 20% off coupon. Feeling like I was having a good day, I continued my journey by stopping for lunch. Normally, this is against my Black Friday principles; however, this year I noticed that a lot of people did not shop in person. I'm guessing that they let their fingers do the shopping online. I went to Honey Baked Ham with a coupon and a punch card (10 punches equal a free sandwich). I got mine to go because I still had deals to be found.



At the Bare Minerals store, I actually wanted to make a return. The clerk started with, "Are you not happy with your purchase"? I had bought custom match make-up that did not actually match my skin tone. Even worse, it was a liquid that felt awful on my skin. I found out that I could not return to the store even though I had bought it there. I had to call an 800 number to get my refund. At least they did it quick and painlessly. They also let me keep the product. I just threw it in a drawer.

Did y'll know that it is impossible to find a gas station that pumps for you in Albany? I finally went to ShopRite, where I have a discount key tag, and pumped my own gas. My store savings card saved me 5 cents a gallon. I also posted the prices on Gas Buddy, so I can help someone else save money. Between my long day and still suffering from walking pneumonia, I finally gave up and went home. I didn't feel bad about calling it quits because I had let my fingers do the shopping at Kohl's online on Tuesday and Wednesday. I got a programmable CrockPot for \$49.99. However, with a rebate, sale price, and Ebates, I paid about \$6. I bought 3 ... 2 were for gifts and the other friend paid me to get it for her. I also got rebates on a Panini Maker and a Blender. Score!

Question 1-

Find 7 different consumer behavior topics in the above story and discuss them in a paragraph for each; it is possible to have multiple examples for a topic. You do not have to know the exact name of a theory but you have to make me know that you understand it. Use your opinion.

Use as much paper as you need from my desk. Put your name at the top of each paper and staple them together with your test.

Question 2 –

Did you at least learn something new in this course?

Sample Final Exam - BUSI 280/380