

CHAPTER OVERVIEW

8: Consumer Strategies

This chapter discusses purchasing decisions, starting with recurring consumption, and then explores the details of a car purchase - a more significant and longer-term purchase both in terms of its use and financing.

[8.1: Introduction](#)

[8.2: Consumer Purchases](#)

[8.3: A Major Purchase- Buying a Car](#)

This page titled [8: Consumer Strategies](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Anonymous](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.