Is the language vague, ambiguous, or obscure? Are the claims exaggerated? Does the ad leave out information that is necessary for us to make a decision? If the ad uses an analogy, is the analogy relevant?

Think back on the last time you went shopping in a large store such as a Walmart, Best Buy, a supermarket, or any store. Write down a list of the items you purchased that you went there to buy. Next, make a list of items you bought on impulse. Why did you buy the impulse items? Come up with at least three strategies you can use to make yourself less susceptible to impulse buying. Relate these strategies to critical-thinking skills. Module Notes: Marketing & Advertising Chapter Highlights, Think Again What strategies are used in marketing research and marketing? Marketing research strategies include discovering consumers' “hot buttons” and the use of surveys, focus groups, and observation. Marketing strategies