

Rands with Sense



Tips and Tricks for Consumers to Avoid Unsolicited Marketing Traps

1. **Don't buy impulsively.** This is a difficult one for most people. Sometimes we see something that we feel we simply must have. But do you really need it? Take your time to consider the product, do some research, and read everything there is to know about the product or service, including the fine print. If you take your time to consider the purchase, you might come to realise that it won't be money well spent.
2. Did you know that, statistically, **we wear 20% of all our clothes 80% of the time**? As consumers, we tend to buy many things that we end up not even using. That is not money well spent. Rather **resist that promotional sale**, pat yourself on the back and say that you saved your money wisely.
3. **If you are tired of companies sending you unwanted SMSs**, you can either opt-out, or you could download an app on your phone that will do it for you. There are many apps available for download that will not only show you who's contacting you, but also allow you to block them. Whatever we choose to do, we must remain diligent.
4. We should **care about our consumer rights**, and the way we are being persuaded to spend our money. Only then will we have Rands with Sense.

