**How does consumer behavior affect quality of life for individuals and groups in Canada and the U.S.?**

- Ch. 7 Alternative Assignment

**What guides your behavior as a consumer?** Choose 3 out of the 5 factors (identity, health/safety, environment, jobs and marketing) and write a paragraph for each (minimum 5-8 sentences) describing the following (if applicable):

* How the factor influences your buying decisions.
* If any consumer laws that exist in Canada and the U.S. regarding the factor.
* How the factor connects to economic growth or economic values.