Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Activity 5.2, pg. 118

Go online and find out current interest rates.

Choose 5 different businesses and tell me what interest they charge for:

* + credit cards
  + financing purchases
  + personal loans

For Example:

|  |  |  |  |
| --- | --- | --- | --- |
| **Financial Institution**  **Name** | **Credit Cards & Rate** | **Financing Purchases & Rates** | **Personal Loans & Rates** |
| Community Bank |  |  |  |
| Old Navy |  |  |  |
| Raymour & Falnigan |  |  |  |
| Kohls |  |  |  |
| Ashley Furniture |  |  |  |

Why do you think businesses offer different interest rates?

Tell me how interest rates might influence consumer purchase decisions.