

## Consumer Behaviour Study online at quizlet.com/\_yxlcg

1. accurate	correct, exact, and without any mistakes
2. additive	a substance that is added to food in order to improve its taste or appearance or to keep it fresh and stop it from decaying
3. <b>alter</b>	to change something, usually slightly, or to cause the characteristics of something to change
4. budget	a plan to show how much money a person or organization will earn and how much they will need or be able to spend
5. <b>claim</b>	a statement that something is true or is a fact, although other people might not believe it
6. <b>consumer</b>	a person who buys goods or services for their own use
7. currency	the money that is used in a particular country at a particular time
8. debt	something, especially money, that is owed to someone else, or the state of owing something
9. <b>defect</b>	a fault or problem in something or someone that spoils that thing or person or causes it or them not to work correctly
10. durability	lasting a long time without becoming damaged
11. ensure	to make something certain to happen
12. <b>estimate</b>	a guess of what the size, value, amount, cost, etc. of something might be
13. <b>expenditure</b>	the total amount of money that a government or person spends
14. <b>fraud</b>	the crime of getting money by deceiving people
15. <b>fulfil</b>	to do something that is expected, hoped for, or promised, or to cause it to happen
16. gambling	the activity of betting money, for example in a game or on a horse race
17. genetically modified	describes a plant or animal that has had some of its genes changed scientifically
18. inflation	a general, continuous increase in prices
19. <b>ingredient</b>	a food that is used with other foods in the preparation of a particular dish
20. intake	the amount of a particular substance that is eaten or drunk during a particular time
21. <b>legible</b>	describes writing or print that can be read easily
22. <b>logo</b>	a design or symbol used by a company to advertise its products
23. made-up	invented, describes a story or report that has been invented and is untrue

24. manufacturer	a company that produces goods in large numbers
25. merchantable	in a suitable condition to be sold
26. misleading	causing someone to believe something that is not true
27. overcharge	to charge someone either more than the real price or more than the value of the product or service
28. regulate	to control something, especially by making it work in a particular way
29. <b>saturated</b>	(of a chemical solution) containing the greatest possible amount of the substance that has been dissolved in it
30. slick	skilful and effective but not sincere or honest
31. <b>sodium</b>	a soft, silver-white chemical element that is found in salt
32. soluble	able to be dissolved to form a solution
33. state	to say or write something, especially clearly and carefully
34. <b>tangible</b>	real and not imaginary; able to be shown, touched, or experienced
35. <b>volume</b>	the amount of space that is contained within an object or solid shape