

Name:

Date:



INTRO

WHAT WOULD YOU DO?

Consider what you would do in each of these two scenarios. Write a brief response for each.

1. Pretend your parent says they'll buy you a new coat for winter. How will you decide which coat to buy?

2. How (if at all) would your decision change if your parent said they'll pay for half but you have to pay for the other half?



LEARN IT

INFOGRAPHIC: [Comparison Shopping](#) [[←CLICK FOR LARGE VERSION](#)]

If you're buying something small, like a pack of gum, maybe you just reach for your favorite,

buy it, and enjoy. But what should you do if you're shopping for something more important or expensive? You'll want to comparison shop by deciding which features you care about and finding the best option to meet your needs.

PLAN

- Set a Budget**
How much do you want to spend? Include delivery costs.
- Decide What Matters**
What are your "must-have" features vs. those that are nice to have?

COMPARE PRODUCTS

- Use Search Engines**
To find out more about a brand, product, or site, type the name into a search engine with words like "review," "complaint," or "scam."
- Read Reviews Online** ★★★★★
Reviews from other people, experts, and columnists can give you an idea of how a product performs. Don't put all your trust in any one review.
- Consider Reputation**
Does the brand or site have a reputation for quality and good customer service?

COMPARE COSTS

- Check Shopping Comparison Sites**
Some sites show the price of a product at several online stores. Keep shipping costs in mind when computing the best deal.
- Consider Coupons**
Coupon codes can impact your final costs. Do a search for the store with terms like "discount," "coupon," or "free shipping."
- Read Return Policies**
Not all stores have the same rules for returns. Some charge fees for return shipping or restocking.

Source: Federal Trade Commission

1. First, pretend you're going to buy a new cell phone. Using the descriptions above, write an X in the boxes in the first column below if you would do that step when buying a cell phone.

Second, pretend instead that you are trying to buy a box of mac and cheese at the grocery store. Put an X in the boxes in the second column if you would do that step when buying mac and cheese.

	Cell phone	Box of mac & cheese
Set a Budget		
Decide What Matters		
Use Search Engines		

Read Reviews Online		
Consider Reputation		
(cont from above)	Cell phone	Box of mac & cheese
Check Shopping Comparison Sites		
Consider Coupons		
Read Return Policies		

2. Why would you take MORE steps when buying a cell phone than a box of mac and cheese?



DO IT

COMPARE: Shop for the Best Sweatshirt

1. The “Decide What Matters” box in the infographic asks, “What are your **must-have** features?” Your teacher will assign you one **must-have** feature of a sweatshirt. Your job is to search online for 3 sweatshirt options that have your **must-have** feature. Complete the chart below with the best 3 options you find.

BE SURE TO LEAVE EACH SWEATSHIRT WEBSITE OPEN ON YOUR COMPUTER. YOU’LL NEED IT FOR PART 2.

My **must-have** feature is _____.

	Sweatshirt 1	Sweatshirt 2	Sweatshirt 3
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Sweatshirt Name			
	Sweatshirt 1	Sweatshirt 2	Sweatshirt 3
Website			
Brand			
Price			
Other Great Features			

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2. Your teacher will put you into groups. Show your other group members your 3 options. As a group, decide which sweatshirt you should buy for each **must-have** feature. Circle Sweatshirt 1, Sweatshirt 2, or Sweatshirt 3 as the winner.



EXIT TICKET

1. Why should you consider factors OTHER than just price when comparison shopping?

2. Give an example of an item (other than cell phone) where the must-have feature could be HOW WELL IT WORKS.

3. Give an example (other than clothes) where the must-have feature could be APPEARANCE.