



Semester Course

10.3 Comparison Shopping

Student Activity Packet

UNIT: CONSUMER SKILLS

Name:

Students will be able to:

- Understand what comparison shopping is, how it can help consumers, and when it makes sense to comparison shop
- Identify a variety of factors to consider when comparison shopping
- Discuss different factors to consider when comparison shopping beyond things like price and quality, such as environmental impact
- Make an informed consumer decision by using comparison shopping methods



INTRO

QUESTION OF THE DAY: What do 98% of consumers do prior to buying a product?

Answer the question on the first slide in the space below. Then, compare your answer to the answer on the second slide. Finally, follow your teacher's directions on how to answer the follow-up questions on the last slide.

1. **What do 98% of consumers do prior to buying a product?**



LEARN IT

INFOGRAPHIC: Shopping Online

When deciding to buy a product or service, it's important to consider the options available to you so that you can feel confident you're getting a good deal. This is called *comparison shopping*, and it can include comparing a variety of factors that are important to you. Read through this infographic to learn the basics of comparison shopping. Then, answer the questions.

1. **What is one thing you already do to comparison shop?**

2. Which of the action items in the infographic would you like to try out or practice more in the future? Why?

3. Identify a product or service for which you think you would be willing to comparison shop for. Then, identify a product or service for which you think you would be less likely to comparison shop for. Explain why.

ARTICLE: [Are You Getting the Best Deal? 5 Things to Consider When Comparison Shopping](#)

In the previous resource, we learned that comparison shopping can help us find a product that best meets the criteria we're looking for. While many people may comparison shop solely to find the best price, it's important to consider other factors as well. Read this article to discover some of these other factors and then answer the questions.

1. For each of the five factors listed in the article, brainstorm one product or service that you would heavily consider that factor for in the table below:

Factor	Product or Service
Quality	
Craftsmanship	
Quantity	
Performance	
Longevity	

2. Think about your spending habits as a teen.
 - a. Do you currently take these five factors into consideration very often when making a purchase? Why or why not? How might this change as you get older?

- b. What other factors do you think most teens take into account when deciding whether to buy something?

3. **As consumers, we are constantly exposed to advertising, social media posts, and influencers. How might comparison shopping help us make sound, informed decisions as opposed to buying things that others are trying to convince us we need?**

VIDEO: [Video Choice Board](#)

So far, we've been focusing on different variables to consider when comparison shopping to make sure you're getting the product or service that is right for you. However, it's important to be aware of other factors that play a role in our consumer experiences. Choose ONE of the five videos in this choice board to watch. Then, answer the questions.

1. **What is the main idea of this video?**

2. **What is one thing you learned from this video?**

3. **How has this video impacted you as a consumer? Explain.**