



Lesson Four

Shopping Wisely



terms you should know

- **Comparison Shopping**
- **Brand Name**
- **Generic Brand**
- **Discount Store**
- **Thrift Store**





deciding on the type of item

- **Quality — What level of quality do I want?**
low medium high

- **Quantity — How much can I afford?**

- **Timing — Should I wait until there is a sale on the item?**

- **Brand Name — Should I choose an item with a well-known name, even if it costs more?**

- **Recommendation — Do I know anyone who already owns this item?**

- **Warranty — Is there a warranty on the item?**

- **Research — What do consumer magazines say about the item?**



comparison-shopping chart 1

| electronic device | 1 | 2 | 3 |
|----------------------------|----------|----------|----------|
| ■ Store | | | |
| ■ Brand Name | | | |
| ■ Price | | | |
| ■ Basic Features | | | |
| ■ Special Features | | | |
| ■ Warranty | | | |
| ■ Refund/Exchange Policies | | | |
| ■ Other | | | |



comparison-shopping chart 2

| item of clothing | 1 | 2 | 3 |
|----------------------------|---|---|---|
| ■ Brand name | | | |
| ■ Price | | | |
| ■ Where to be worn | | | |
| ■ Style | | | |
| ■ Durability | | | |
| ■ Comfort | | | |
| ■ Refund/Exchange Policies | | | |
| ■ Other | | | |



unit pricing

Unit-price indicators usually have UPC bar codes on them. It's easy to find the best buy if you understand unit pricing. Unit pricing does the math for you!



| | |
|-----------------------------|--|
| ITEM PRICE \$1.99 | UNIT PRICE 11.3 PER OUNCE |
| Peanut Butter 18-oz. | |

| | |
|-----------------------------|--|
| ITEM PRICE \$2.99 | UNIT PRICE 10.7 PER OUNCE |
| Peanut Butter 28-oz. | |

Which size peanut butter costs more? Which would you buy?



| | |
|--------------------------------------|---------------------------------------|
| ITEM PRICE \$.89 | UNIT PRICE 8.1 PER OUNCE |
| Brand-Name Canned Corn 11-oz. | |

| | |
|--|---------------------------------------|
| ITEM PRICE 2/\$1.19 | UNIT PRICE 3.9 PER OUNCE |
| Store-Brand Canned Corn 15.25-oz. | |

Would you buy the brand-name or the store-brand corn?



comparison-shopping tips

Are you going to the grocery store? Use these tips to save money!

- Compare the price per unit
- Compare brands
- Check sales
- Read labels
- Check weights
- Buy in bulk
- Shop closer, less often
- Use coupons
- Shop at discount stores