



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