



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