

6:10 Consumer Education – Comparison

Objectives: Conduct a product comparison.

Directions: Sharpen your consumer comparison skills by comparing 3 products based on 5 criteria. See the example chart below. Create your own chart comparing any 3 “like” products. Follow the 5 steps below to create your comparison chart.

Step 1) Identify a product to compare. You can compare an inexpensive product like paper clips or an expensive product like a stereo?

Step 2) Identify 3 types of that product.

Step 3) Identify 5 criteria to compare that product.

Step 4) Create a chart that compares the 3 products against the 5 criteria.

See the example below...

Comparison Criteria	Product 1 Jeans from ZZZ	Product 2 Jeans form AAA	Product 3 Jeans from SSS
Price			
Quality of Material (thickness and hand)			
Stitching quality Double stitched?			
Closures like zippers work well?			
Care required? Machine wash?			
Will I wear it?? Does it fit well? Will it shrink?			

Name _____ Period _____ Date _____

6:10 Consumer Education – Comparison

Step 5) After you have filled in your comparison chart...on a separate piece of paper write out and answer these questions...

1) After comparing these 3 products I have discovered these 3 things...

2) After comparing these 3 products I would like to know _____

_____ before I made a purchase.

3) After comparing these 3 products I would choose product _____

because _____

4) Which product is the least desirable to you? Why?
