

## Title: Evaluating shopping options

**Context:** GCSE Home Economics Revised Specification

### Learning outcomes:

Students will be able to:

- Identify and discuss the variation in price depending on where they purchase goods
- Evaluate the shopping experience offered by different outlets
- Discuss a range of factors that make a shopping option more or less attractive and/or accessible than another.

### Resources:

A display of different images to represent the range of shopping options i.e.

- independent shops
- internet
- mail order
- markets
- shopping channels
- supermarkets

Access to the internet if available.

### BBC Learning Zone clip: Disability Equality of Access

This powerful clip looks at the barriers faced by consumers with a physical disability and the difficulties of using public transport and accessing shops and service providers.

<http://www.bbc.co.uk/learningzone/clips/disability-equality-of-access/6034.html>

Mail order catalogues

### Background Reading:

Online Shopping Tips, Consumer Council. Available in hardcopy or to download.

Silver Service – Are supermarkets meeting the needs of older consumers? Consumer Council, available to download only [www.consumercouncil.org/publications](http://www.consumercouncil.org/publications)

Silver Service DVD - Provided in the GCSE Home Economics support materials and available from the Consumer Council.

## Activity 1. Price comparison assignment

### Part one

Students carry out an assignment to compare the cost of ten basic food items in two different shops:

- A small supermarket e.g. Spar, V.G/Vivo, Mace
- A large supermarket e.g. Tesco, Sainsburys

1kg. granulated sugar  
1.5kg plain flour  
1 sliced white pan loaf  
250g margarine  
80 teabags

6 large eggs  
500g Kellogg's Cornflakes  
2 litres semi-skimmed milk  
1 tin Heinz beans  
1 litre pure orange juice

Students must then present their results in a clear table.

**(N.B Students should compare the same brand product wherever possible, or note where there are differences due to lack of availability).**

### Part two

As part of the price comparison activity, students should also assess the shopping option using the following headings:

Opening hours  
Distance from home  
Parking facilities  
Public transport links  
Cleanliness

Disability access  
Shopping trolleys  
Cooperation of staff  
Availability of fresh produce  
Variety of goods on sale

### Part three

Layout of assignment – (please note that presentation is extremely important).

|               |                                     |  |
|---------------|-------------------------------------|--|
| <b>Page 1</b> | Introduction                        | - Why are you doing this piece of work?<br>- What did you do to complete this assignment?<br>- Identify the shops you have chosen and why? |
| <b>Page 2</b> | Table of prices                     |  |
| <b>Page 3</b> | Graph showing prices                |  |
| <b>Page 4</b> | Discuss your findings on price      |  |
| <b>Page 5</b> | Assessment table showing facilities |  |
| <b>Page 6</b> | Discuss your findings on facilities |  |
| <b>Page 7</b> | Conclusions                         | - Which is the better shopping option for  |

|  |  |   |
|--|--|---|
|  |  | you?  |
|  |  | - Would this be the case for someone else with different circumstances? <i>Why?</i> |
|  |  | - If you were doing this project again, what would you do differently?              |

### Assessment: Self assessment

Teacher and class develop success criteria for 3 levels.

### Activity 2. High Street versus Online

Students will need access to the internet in order to complete this short assignment.

Ask students to pick an item from the following list and compare the price offered by a high street retailer and online (N.B. not an online auction site such as Ebay).

A chart album  
 An iPod classic  
 A bottle of Britney Spears Fantasy Eau de Parfum 30ml  
 Indesit IWB5113 Washing machine (white)  
 Reebok Rugerio Trainers size 7

**N.B. Some high street stores have their own website – students must check the online price on an alternative website, although, it is worth noting that prices can vary between that offered in store and on their own website.**

#### Questions:

- How do prices compare?
- Is one shopping option appearing to be cheaper for all of the items on the list?
- Have they taken into account additional costs associated with each shopping option? i.e cost of visiting the shop on the high street if they've had to travel by public transport or car, or postage and packaging for online purchases.
- What are the advantages/disadvantages for each shopping option

e.g.

Not being able to try something on or smell it first.

Difficulties collecting a large item such as a washing machine rather than having it delivered.

#### Extension activity:

Students could conduct a similar comparison comparing high-street prices with mail order catalogues, mail order catalogues with the internet and so on.