



Investigating a purchase – the two-stop shop

- 1. Select something you would like to purchase.** If possible select a product like an item of clothing, sports bag or sports gear that will offer you some choices between brands or models. The product must be on sale at two shops. Select something general like jeans or a t-shirt rather than a specific brand of jeans.
- 2. Visit the two shops and investigate making a purchase.** Use this chart to make a comparison between the shops and select the product you would purchase.

Feature	Shop no. 1 Name: _____	Shop no. 2 Name: _____
Price of goods (eg, okay, expensive, cheap)		
How and where were the products displayed?		
How did the display or advertising try to persuade you to buy the products?		
What was the atmosphere in the shop like? Was there music playing, did you feel comfortable in the shop and if so why? If you did not feel comfortable in the shop can you explain why?		
What was the attitude of shop assistants? Did they speak with you? Were they pleasant? Did they tell you about the product? Did they pressure you to buy or ignore you?		
Did the shop have a range of suitable goods for you to look at?		
Were the available goods the same name brands, and what did you learn about the price of the same or similar goods?		
Did each shop have products that interested you? Name a product you were interested in purchasing and why?		

How would you decide which was the best purchase out of what you have seen? (You could decide that no product you saw was suitable). Why was it the best purchase?

