Chapter 23

Data File 23-1 Practicing Comparison Shopping

**Directions:** Complete the following activity to gain insight into how to comparison shop.

Janelle wanted to buy a tennis racket. Since she just learned how to play, she didn’t want to spend too much money on it. She decided the first step was to learn as much as she could about tennis rackets before buying. She talked to a friend on the tennis team at school. Next, she checked some online stores to compare prices and features. Then she went to a local sporting goods store to look at different brands and features of tennis rackets. Janelle found a variety of rackets. She asked one of the store clerks to explain the differences in price, quality, and features. Finally, she found a good quality racket at a price within her budget that seemed to meet her needs.

Before buying the racket, Janelle decided to do some comparison shopping at a few other stores. She wrote down the most important information—brand name, model number, features, and price—for the racket she liked. She checked two other stores that carried the brand and found the racket at a much lower price. When she bought the racket, Janelle felt satisfied in finding the right quality at the best price.

**Activity Questions**

1. What steps did Janelle follow in shopping for a tennis racket?

<<Place Answer Here>>

2. What factors might have influenced her choice of a racket?

<<Place Answer Here>>

3. Did Janelle make a smart shopping decision? Explain.

<<Place Answer Here>>

4. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_Activity23-1.docx (i.e., JohnSmith\_Activity23-1.docx).