

Online vs. In-Store Purchase Analysis

Chapter 8.2: Online Shopping

Instructions

This worksheet will help you analyze whether to purchase a specific product online or in a physical store. Consider all the factors listed below for both online and in-store options, then determine which shopping method would be better for your specific situation.

1. Select a product you're interested in purchasing
2. For each factor, note the advantages and disadvantages of both shopping methods
3. Indicate your preference for each factor in the "My Preference" column
4. Based on your analysis, determine which option would be better for you overall
5. Complete the reflection questions to deepen your understanding

Product Information

Product: _____ (e.g., laptop, headphones, clothing)

Factor	Things to Consider	Online Option	In-Store Option	My Preference
Price	<i>Base price, shipping costs, taxes, discounts, promo codes, price matching</i>	Example: \$899 with free shipping, no tax in my state, found 10% coupon code online	Example: \$949 plus 7% sales tax, but could price match to online competitor	Example: Online
Price	<i>Base price, shipping costs, taxes, discounts, promo codes, price matching</i>			
Convenience	<i>Time, effort, transportation costs, shopping from home, hours of operation</i>			
Selection	<i>Variety of options, sizes, colors, models, store inventory limitations</i>			
Product Evaluation	<i>Ability to see, touch, try product, rely on photos/descriptions, read reviews</i>			
Return Policy	<i>Ease of returns, timeframe, restocking fees, return shipping costs</i>			

Factor	Things to Consider	Online Option	In-Store Option	My Preference
Immediate Availability	<i>Shipping time, in-stock status, immediate need, pickup options</i>			
Customer Service	<i>Expert advice, assistance, post-purchase support, contact methods</i>			
Security	<i>Payment safety, personal information protection, privacy concerns</i>			
Additional Fees	<i>Shipping, handling, extended warranties, assembly, delivery</i>			

Analysis and Decision

Based on your analysis, which option would be better for you?

Explain your reasoning. Which factors were most important in your decision?

Reflection Questions

1. What factors were most important in your decision?

2. In what situations would you choose the opposite option?

3. How might your preferences change based on the type of product?

4. What security concerns influenced your decision?

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