Chp. 5 Sec. 1

1. What is comparison shopping and what are the trade offs when comparison shopping?
2. What are club warehouse stores and what are the consumer decisions that are made when shopping at these places?
3. What are Convenience stores?
4. What are private-labeled products?
5. What is the trade-off between quality and price?
6. What is unit pricing?
7. What trade-offs are made when using coupons?