

Shopping habits in Europe

Group tasks

Weekly shopping

Compare the shopping habits (groceries / food) in your group according to the following criteria:

- Do you go shopping once or several times per week?
- Do you shop in a supermarket or in local shops (at the butcher's, the baker's, ...)
- What are the pros and cons of shopping in a supermarket?
- Which purchase criteria are very important when you buy groceries? Price, quality, visual aspects (what they look like), origin of products, organic products?
- Are there criteria which all members of your group consider particularly important? Explain.

Buying clothes (e.g. jeans):

- How important are brand names / labels when you buy jeans?
- How much more would you pay for branded jeans (with a top label)?
- Which brands / labels do you buy?
- Do you go shopping in chain stores? Which chain stores?

Online shopping

- Which products do you buy online? How / where?
- Do you use the Internet in any other way for shopping?

Comment on the following questions / statements:

Should people only buy groceries produced in their region?

The Internet strengthens the consumer's position on the market. It is a positive sign that more and more people use the Internet for shopping.

Why are labels so important when you buy jeans?

Fill in the table "Shopping habits in Europe".



European culture, language
and identity in a new world

Comenius 1 - school partnership project

Shopping habits in Europe

Weekly shopping – groceries

Country:					
Do you go shopping once or several times per week?					
Do you shop in a supermarket or in local shops (butcher's, baker's,...)					

Pros and cons of shopping in a supermarket:

Criteria for buying groceries – which are particularly important?

Country:					
price					
visual aspects / packaging					
quality					
origin of products					
organic products / wholefood products					

Are there criteria which all members of your group consider particularly important? Explain.

Buying clothes (jeans)

Country:					
How important are brand names / labels when you buy jeans?					
How much more would you pay for branded jeans?					
Which brands / labels do you buy?					
Do you shop in chain stores? Which chain stores?					

Online shopping

Country:					
Which products do you buy online? How / where?					
Do you use the Internet in any other way for shopping?					

Comment on the following questions / statements:

Should people only buy groceries produced in their region?

The Internet strengthens the consumer's position on the market. It is a positive sign that more and more people use the Internet for shopping.

Why are labels so important when you buy jeans?