

DU Learning Guide

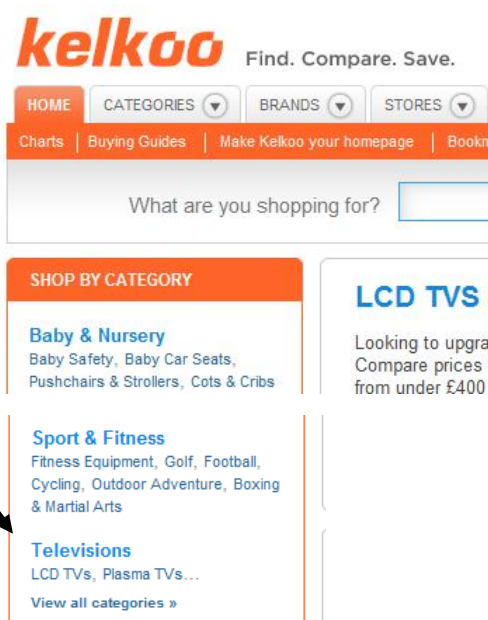
Price Comparisons

What's it all about?

Online shopping makes it very easy to compare prices between retailers and there are websites designed to help you do this. It's important to make sure that you are really comparing like with like, for instance to check what the delivery charges are for an item, as they may well outweigh any apparent saving on the advertised price. A good price comparison website will help you with this.

Try this

1. Type www.kelkoo.co.uk into the address line of your browser and press **Enter**.
2. Look under SHOP BY CATEGORY for Televisions.

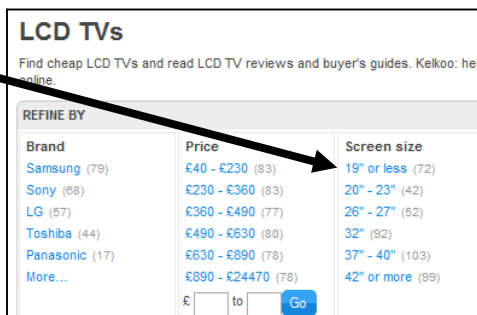


You'll need to scroll down the page

3. Select LCD TVs



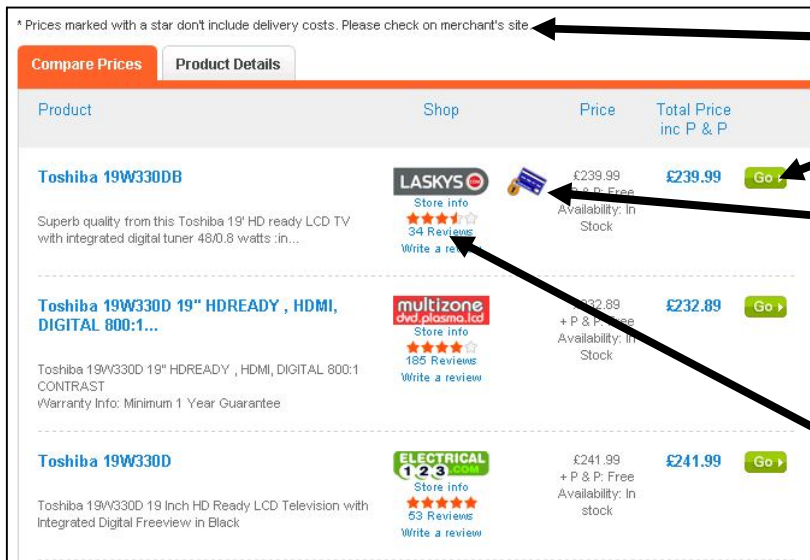
4. Then select Screen size 19" or less



5. Scroll down to the first item in the list and click Compare Prices



Note: The model shown here may not be the most popular item by the time you try this!



Important reminder about delivery costs.

Go button.

ISIS approved shop (ISIS stands for Internet Shopping is Safe – a scheme for approving the security of online stores.)

Link to **customer reviews** for the store (see what others think of the store.)

6. Click on the **Go** button for each of the first three items and look at the details on the supplier's website.

Other Price Comparison Websites

Moneysupermarket

www.moneysupermarket.com

Comparisons of financial products, savings, loans, insurance, and also goods and utilities.

Pricerunner

www.pricerunner.co.uk

Provides comparisons of a wide variety of goods and services.

Uswitch

www.uswitch.com

A price comparison website, originally for electricity and gas suppliers but now covering many other regular bills such as insurance and credit cards.

Google www.google.co.uk also provides price comparisons. Click on Shopping on the home page menu.

