

Name: _____

Hour: _____

Name Brand vs. Generic Activity

Background: Some people insist on always buying and using name brand products but is it really worth the added cost? Is there a clear-cut difference? Do people buy these products so that other people consider them to be “wealthy?” What do you think?

Instructions: We are now going to compare some name brand and generic items. When finished comparing the items, you need to answer about what you liked or disliked about each item. Then, see if you can identify the NAME BRAND and GENERIC item in each category.

1. What did you like or dislike about item A? What did you like or dislike about item B?

A. _____

B. _____

Circle Item A - > NAME BRAND or GENERIC
 Item B - > NAME BRAND or GENERIC

2. What did you like or dislike about item C? What did you like or dislike about item D?

C. _____

D. _____

Circle Item C - > NAME BRAND or GENERIC
 Item D - > NAME BRAND or GENERIC

3. What did you like or dislike about item E? What did you like or dislike about item F?

E. _____

F. _____

Circle Item E - > NAME BRAND or GENERIC
 Item F - > NAME BRAND or GENERIC

4. Unit Price:

a. Calculate Unit Price (cost / # of units per product) for items A – F

Item	Cost	# of Units	Unit Price
A			
B			
C			
D			
E			
F			

Name: _____

Hour: _____

Name Brand vs. Generic Activity

Your Turn: Now it's your turn to conduct your own comparison. What I would like for you to do is do the same thing we just did with your own group of people (friends, family, total strangers, whoever). You only need to compare two like items and not three like we did. Have the items for the participants (minimum of 5 participants), have them sample the items (food or drink is the best option) and then ask them about the items. Lastly, you need to figure the Unit Price for each of the items and explain what Unit Price is to your participants. Use the space below to record your answers:

1. What is your Item A? _____

2. What is your Item B? _____

Findings from Participants #1 - #5. Also, identify which the participant thought was NB.

Participant #	Thoughts of Item A	Thoughts of Item B	Name Brand?
1			
2			
3			
4			
5			

3. What is the Unit Price for Item A? _____

4. What is the Unit Price for Item B? _____

5. Have the Participants try to guess the product brand names

	#1	#2	#3	#4	#5
Item A					
Item B					

6. Did the participants get any of the answers correct? Why do you think this is or isn't?