
Name:

Consumer Research



Often, when making a purchase, we are faced with a variety of options at varying prices. Which item is the better bargain? Is it the popular name-brand product, or the discount product?

For this project, you and your classmates select a common product to research, such as dish detergent. In a class of 25, select, for example, five brands of dish detergent, all in the same size bottle. Groups of five students will take a particular bottle home to use, replacing their current family bottle with the new product. (Having several students test the same product will help to create an average. Consider family size, and the typical number of dishes washed, when forming groups of product testers.)

Students will become consumer reporters, tracking how long the bottle lasts, how well it works, and any other information that they think is important. Before starting, conjecture which product will work best and provide the most value. Keep accurate records. Report your findings to the class. Do your findings match what you thought before the project started?

Dish detergent is a popular product to test. A name-brand bottle might sell for \$2.00, while a bargain brand might sell for \$1.00. On the surface, it might appear that the bargain detergent is the better deal. But if the product is watered down and requires the user to use twice as much, and the dishes aren't as clean, the bargain detergent might not be a bargain, after all.

Other popular products to test: toilet paper, paper towels, lightbulbs, disposable ballpoint pens, and color markers.