



GRAMMAR PRACTICE

Comparatives and Superlatives in Shopping

Shopping and Consumer Life | Comparing choices | Cambridge IGCSE ESL 0511

1. Lead-in discussion

Talk with a partner. You may already use this grammar without noticing it.

No.	Question
1	Name something that is cheaper online than in a shop.
2	Describe the most useful thing you have bought recently.
3	What is better: buying new items or second-hand goods?
4	Which adverts are more persuasive: online adverts or posters?

2. Grammar in context

Read the text. The bold phrases show the grammar used in a natural topic context.

Making Better Shopping Choices

Online shopping is often **more convenient** than going to a shopping centre, but it is not always **cheaper**. Some websites offer the **best** prices, while others add delivery costs at the end.

Many teenagers are becoming **more careful** consumers. They compare brands, read reviews and look for products that are **better quality** or **less expensive** than similar items.

Second-hand goods can be one of the **most sustainable** choices. Buying used clothes is usually **less wasteful** than buying fast fashion, and it may be the **most affordable** option for students.

3. Notice the pattern

Use comparatives to compare two things. Use superlatives to compare one thing with a whole group.

Use	Form / signal	Example
Short adjectives	-er / -est	cheap -> cheaper -> the cheapest
Long adjectives	more / most	convenient -> more convenient -> the most convenient
Negative comparison	less / least	less expensive; the least useful
Irregular forms	good/bad	better -> the best; worse -> the worst

4. Build accurate sentences

Complete each sentence using the grammar focus. Then write two examples of your own.

No.	Prompt	Use	Your answer
1	Online shopping is / convenient / going to the city centre.	more ... than	
2	This second-hand jacket is / cheap / the new one.	-er than	
3	That advert was / persuasive / in the campaign.	the most	
4	Fast fashion is often / sustainable / buying used clothes.	less ... than	

1. _____

2. _____

5. Use it in exam answers

Complete the tasks using the grammar focus naturally.

Task	What to do
Speaking	Compare online shopping and shopping in a store. Use at least four comparative forms.
Writing	Write a short review of a product. Explain why it is better or worse than another option.
Reading	Underline comparative and superlative forms in the context text.

6. Common mistakes

Correct the mistakes.

No.	Mistake	Your correction
1	This shop is more cheaper than that one.	
2	It is the most cheap option.	
3	Second-hand clothes are more sustainable that fast fashion.	
4	This is the better advert in the campaign.	

7. Topic discussion questions

Use these for pair work, small-group discussion, or speaking-test warm-up practice.

1. Are online prices usually better than shop prices?
2. What is the most useful product for students?
3. Is second-hand shopping more popular than before?
4. Which brands are the most persuasive in their advertising?

Comparatives and Superlatives in Shopping

4. Build accurate sentences

1. Online shopping is more convenient than going to the city centre.
2. This second-hand jacket is cheaper than the new one.
3. That advert was the most persuasive in the campaign.
4. Fast fashion is often less sustainable than buying used clothes.

Own answers will vary. Check that the grammar focus is accurate and natural.

6. Common mistakes

1. This shop is cheaper than that one.
2. It is the cheapest option.
3. Second-hand clothes are more sustainable than fast fashion.
4. This is the best advert in the campaign.

Notes for checking

1. Short adjectives: -er / -est - cheap -> cheaper -> the cheapest
2. Long adjectives: more / most - convenient -> more convenient -> the most convenient
3. Negative comparison: less / least - less expensive; the least useful
4. Irregular forms: good/bad - better -> the best; worse -> the worst