

Week 4:

The Week of August 15 to 21

- Lesson 1: How Supermarkets get you to buy more than you intended to buy
- Success Criteria:
- Students are going to become familiar with the different ways that major supermarkets get you to buy items that you never intended to buy, and they will be able to give specific examples of selling strategies that are used by these stores.
- Write and answer the following questions in Your **Red Books**

Week 4: Stores know more about you than you think!

- Class discussion:
- How much do you think that major stores that you shop at for groceries, monitor what you buy?
- You may be surprised.
- Watch the Ted Talk on store monitoring at:
<https://www.youtube.com/watch?v=W1hYBxMuTug>

Short Write

- Based on watching this video, write down key dot-points on how stores monitor the behaviour of their customers.

- *

- *

- *

- *

- *

Week 4 Continued: How Major Food Stores get you to buy more

- **Class Discussion:** When you go to Countdown, Pak n' Save or New World, what ways do these store try to get you to spend more?
- Do you think you are more likely to buy more if you are tired or hungry?
- What is the worst item you ever bought at one of these stores, then regretted it later?

Video Clip & Discussion

- Watch the following video on how some stores get people to spend more:
- <https://www.youtube.com/watch?v=W1hYBxMuTug>
- Using this information, you will create a 'Consumer Beware Poster' raising awareness to customers, so people are more likely to spend less and make better choices.

Lessons 2 & 3

Consumer Beware Poster

- Go to the following site:
<https://www.eldernet.co.nz/gazette/how-to-avoid-supermarket-rip-offs/>
- and create a poster or Infographic that highlights the 6 common ways that supermarkets get you to spend more money when you are in the store.
- Include a catchy title, key dot points, and at least one image with a caption.
- Take your time and do a nice job, then print it out and place the poster in your **Red Books** – or you can create this in 2 blank pages in your **Red Book**.