

# Shopping



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## Expectation Vs. Reality

This cost over \$100.



Not in the right order and Mars is shown twice AND Pluto is included and everything circles around the spaceship!



## Discussion Questions:

Do you like shopping? For what kinds of things?

Have you ever spent too much money? What did you buy? How did you feel afterwards?

How long do you usually shop for? Do you try to get your shopping done as fast as possible?

Do you shop online? What kinds of things do you buy online? What would you rather buy in person?

Think about the most expensive thing you have ever bought. Was it worth what you paid for it?

Do you prefer to shop alone or with other people? What are the advantages and disadvantages of each?

Who does the grocery shopping in your household? How often do they do it?

Are you a *bargain hunter*? Do you get excited about sales and discounts? When are the best sales in your country?

Which do you prefer? Buying things for yourself or for other people?





## 9 Shopping Manipulations That Make Us Spend a Fortune Every Time

1. Confusing customers on purpose.



2. "Charm pricing" is a real trick.



3. High-profit items are placed at eye level.



4. The shopping carts are huge for a reason.





5. Music affects buying patterns.



6. Placing dairy products and eggs far from the entrance



### 7. Playing with our senses



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The smell of fresh baked goods and other delicious food products make you feel hungry. This tempts you into buying more food than you would have otherwise. Also, fresh fruits and vegetables are usually kept near the entrance. Their vibrant colors combined with the smell forces us to do some impulsive buying.



## 8. Narrowing aisles and checkout lanes



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Supermarkets are huge, so why are the aisles so narrow that it's difficult for 2 carts to move past each other? That's because the aisles are purposefully created to slow down your walking pace so that you end up buying more things impulsively.

The checkout lanes are also purposefully narrow so that if, while unloading, you discover that there's something that you picked up on impulse, it will be difficult for you to change your mind.



## 9. Placing smaller floor tiles in expensive and high-margin sections



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Smaller tiles make the shopping cart's wheels make a louder "click-clack" sound which subconsciously forces the shoppers to slow down. And as we've already learned, a slower walking pace means more purchases!

Do you collect points or stamps at any stores? Which *loyalty programs* are worthwhile?

In the United States, the Friday after Thanksgiving is known as *Black Friday* and is famous for big sales and aggressive behavior by shoppers. Have you ever had any problems with other shoppers?

*Shoplifting* is when someone takes something from a shop without paying. How common is this crime in your country? How do shops try to prevent shoplifting?

Have you ever worked in a shop? What was the store selling? Does that kind of job suit you?

If you were to open your own shop, what kinds of things would you like to sell?

Have you ever returned something to the shop you bought it from? Why did you return it? Did you get a refund?

Do you care where products are made? Do you prefer to buy things which are made in your own country? Why or why not?

Some countries have late-night or all-night shopping. What time of day do you like to shop?

Have you been shopping abroad? Which are the best cities for shopping?



**When I go on an online shopping spree:**



**ME AFTER SHOPPING**





i will single handedly save our economy  
through online shopping. don't worry guys



When you finally buy the thing which  
you have added in the cart

Online Shopping sites :



When's the best time to go shopping?

What's the worst shopping experience you've had?

Is shopping an addiction? How can it be cured?

Is window shopping a total waste of time?

When did shopping become so popular?

What was the last thing you bought for yourself? Where did you buy it? Why did you buy it?

Do you enjoy shopping? How often do you go shopping? How much time do you spend each time you go?

What was the last thing you bought for someone else? Where did you buy it? Why did you buy it?

When you buy something, do you read the label? Why or why not?

What's your favorite place to shop? Why?

Are you a price conscious shopper?

What is your opinion of discount stores?

Have you ever been to an outlet store? If not, would you like to shop at one? Why or why not?

What store did you like best and what store did you like least? Why?

Do you compare prices at different stores when you shop?

How important is it for you to be up to date with the latest fashions?

Is it important for you to own designer clothes? Why or why not?

What kind of clothes do you like best?

Do you have a favorite type of fabric? Are a lot of your clothes one color or pattern?



Me: I never have any money  
Also me:



Me online shopping knowing damn  
well that I have no money



## Some general questions about shipping

How often do you go shopping?

Do you like to try new things when you are shopping?

Do you go to the same place when shopping?

What do you buy most when you are shopping?

Is there anything that annoys you about shopping?

Do you sometimes ask for refunds?

How often do you go to the mall?

What's your favorite store?

What's your favorite supermarket?

What are some techniques that stores or shops use to attract more customers?

How important is good customer service when you are shopping?

Where is the best place to buy electronics online?

How do you know a website is safe, secure, and reliable?

Have you ever had problems with the shipping or delivery of something purchased online?

Have you ever returned an item you bought online?

What are the pros and cons of buying stuff online?

Have you been scammed online?

Do you have different feelings about shopping for clothes, shoes, electronic gadgets and food?

Have you ever bought something and then never really used it? What was it and why didn't you use it?

Consider the following. How likely would you be to buy them on the internet. Give a score of 5 for highly likely and a score of 0 for highly unlikely. Explain why you would, or would not, buy these items on the net.

- A computer program.
- Canned food.
- Fresh fruit and vegetables.
- Tickets to the cinema.
- Clothes.
- Small technology like an mp3 player or an ipod.
- Large technology like a computer or a TV.
- Airline tickets.
- Hotel reservations.
- A complete package holiday.



### Shopping Questions

- 🛒 Do you enjoy shopping? How often do you go shopping?
- 🛒 Are you good at saving money? Are you saving money now? If yes, what are you planning to buy?
- 🛒 Do you compare prices at different stores when you shop?
- 🛒 Do you ever buy second-hand things?
- 🛒 Have you ever bought clothes online?
- 🛒 Have you ever bought shoes online?
- 🛒 Have you ever bought food in an online store?
- 🛒 What are the advantages and disadvantages of shopping online?
- 🛒 Do you sometimes buy things that you don't need? Give an example.
- 🛒 Have you ever bought a lottery ticket?
- 🛒 Have you ever won any money? What did you use it for?
- 🛒 What would you do if you won a large sum of money?  
What is the first thing you would buy with it?
- 🛒 What is something that you have bought recently?
- 🛒 Which do you prefer, large stores or small stores?
- 🛒 Do you like shopping centers? Which is your favorite one and why?
- 🛒 What is your favorite store with food? What is your least favorite store with food?
- 🛒 What is your favorite store with clothes? What is your least favorite store with clothes?
- 🛒 What was the last thing you bought for yourself?
- 🛒 What was the last thing you bought for someone else?
- 🛒 Which store do you go to the most often?
- 🛒 Who do you often go shopping with?
- 🛒 When you buy something, what is most important to you: price, quality, fashion trend, status/image?



- 🔦 If you can't find an item at the store, do you find a shop assistant and ask for help, or do you leave and go somewhere else?
- 🔦 Do you like buying gifts for your family?
- 🔦 On which occasions do you buy gifts? What kind of gifts do you usually buy for your family and friends?
- 🔦 Do you prefer to pay with money or your credit card?
- 🔦 Do you often buy products that are advertised on TV, newspapers or magazines? If so, what was the last item that you bought?
- 🔦 What would you love to buy but that you can't afford?
- 🔦 Is it fine to bring small children to the supermarkets or shopping centers? Do they bother you?
- 🔦 What do you think about bringing dogs or other animals to shopping centers?
- 🔦 Do you like shopping for household appliances?
- 🔦 Have you ever travelled to another city or country just to do some shopping? If yes, where did you go and what did you buy?
- 🔦 Do you make shopping lists or do you remember the things you want to buy?
- 🔦 Do you ever go window shopping?
- 🔦 Do you always try clothes/shoes on before buying them?
- 🔦 Does shopping make you happy?