

## A Smart Consumer

**Suggested teaching time :** 40 minutes

### Learning objectives

1. Understand the value and price of products and services
2. Compare the pros and cons of different retail channels (including online shopping)
3. Understand the prices of most consumer products

### Teaching suggestions

Key teaching points	Concepts / Knowledge / Values / Attitudes
Different retail channels	<p><b>Concepts / Knowledge</b> Pros and cons of different retail channels</p> <p><b>Values / Attitudes</b> Get a basic understanding of different retail channels (including online shopping).</p>
Prices of different consumer products	<p><b>Concepts / Knowledge</b> Reasons for different prices of similar consumer products Smart consumption</p> <p><b>Values / Attitudes</b> Avoid letting advertisements and peer pressure affect our own shopping decisions. Develop a habit of comparing prices before purchasing to be a smart consumer.</p>

Teaching activities	Teaching resources	Duration
<p><b>Arouse motivation</b> Start a discussion by asking students where do they usually go shopping and whether they have a shopping experience of feeling regretted because they paid too much for the item.</p>	Teaching Powerpoint P.3	5 mins

<p><b>Activity 1 My favourite brand</b></p> <p>Ask students to write down their favourite brand and reasons of choosing it. Discuss why people are willing to pay more to buy branded products and why there are price differences for the same type of products. Upon completion, ask students to send representatives to report to the teacher and classmates.</p> <p>Teachers can guide students to think about why there are price differences between branded and non-branded products, and point out different retail channels will also affect the price of similar products.</p>	<p>Teaching Powerpoint P.4-9</p> <p>Worksheet P.1</p>	<p>10 mins</p>
<p><b>Activity 2 Chun Hin's trouble</b></p> <p>Divide students into groups of three to four and ask them to play the role of Chun Hin. Choose and discuss a retail channel, talk about its pros and cons. Also, discuss if there are any other retail channels. Upon completion, ask students to send representatives to report to the teacher and classmates.</p> <p>Teachers can guide students to think about the pros and cons of different retail channels, and to bring out the concept of smart consumption.</p>	<p>Teaching Powerpoint P.10-17</p> <p>Worksheets P.2-3</p>	<p>15 mins</p>
<p><b>Summary</b></p> <ul style="list-style-type: none"> <li>• Avoid letting advertisements and peer pressure affect your shopping decisions.</li> <li>• In addition to quality, the price of a product is affected by other factors such as advertising costs, sales channels and after-sales services. Therefore, we should understand the value before purchase.</li> <li>• The same product sold in different retail channels may have different prices.</li> <li>• Be a smart consumer by developing a price comparison habit among different retail channels and stores.</li> <li>• Avoid buying consumer products that you cannot afford.</li> </ul>	<p>Teaching Powerpoint P.18</p> <p>Worksheet P.3</p>	<p>5 mins</p>
<p><b>Extension activity</b></p> <p>Let's compare the price!</p>	<p>Teaching Powerpoint P.19</p> <p>Worksheet P.4</p>	

## Reference websites

The Chin Family- Control your online shopping

<https://www.thechinfamily.hk/web/tc/tertiary-student/control-your-online-shopping.html>

## Course links

Life and Society The Rights and Responsibilities of Smart Consumers