

Emotional shoppers (worksheet)

Activity 1

How do you feel when shopping?



Activity 2

Match the descriptions with the shopper type. What type are you?

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The Impulse Buyer

The Bargain Hunter

The Educated Shopper

a master at justifying purchases they don't need to make

makes snap decisions

very likely to have tracked down the best possible price

heads straight to the sales racks

inclined to request the lowest price from their preferred retailer

spends hours online sifting through reviews, guides, comments, blogs, forums

is armed with coupons, deals and reward card credits

has done extensive pre-purchase investigations

buys in a rush of excitement

regularly scours the top coupon and daily deals websites

gets a rush of adrenaline when they pick up something at a reduced cost

the toughest type of shopper to sell to

makes purchases based on instant gratification

is always on alert for the latest group buys

takes very little persuading

Activity 3

Discuss the questions



1. Why do women like shopping more than men?
2. Are loyalty programs actually worthwhile?
3. What's your best shopping tip/advice/trick?
4. Have you ever been persuaded by slick advertising and subliminal messages to buy something?

Activity 4

Choose your favourite meme and comment on it.



SATURDAY
is for
SHOPPING

(Online, & in bed.)



WORK HARD, SO YOU CAN SHOP HARDER.



HAPPINESS IS



...shopping for shoes together.

I WENT TO BUY A SUIT,
BUT I SAW A BEAUTIFUL HANDBAG



SWEATING WHILE YOU SHOP COUNTS AS EXERCISE.

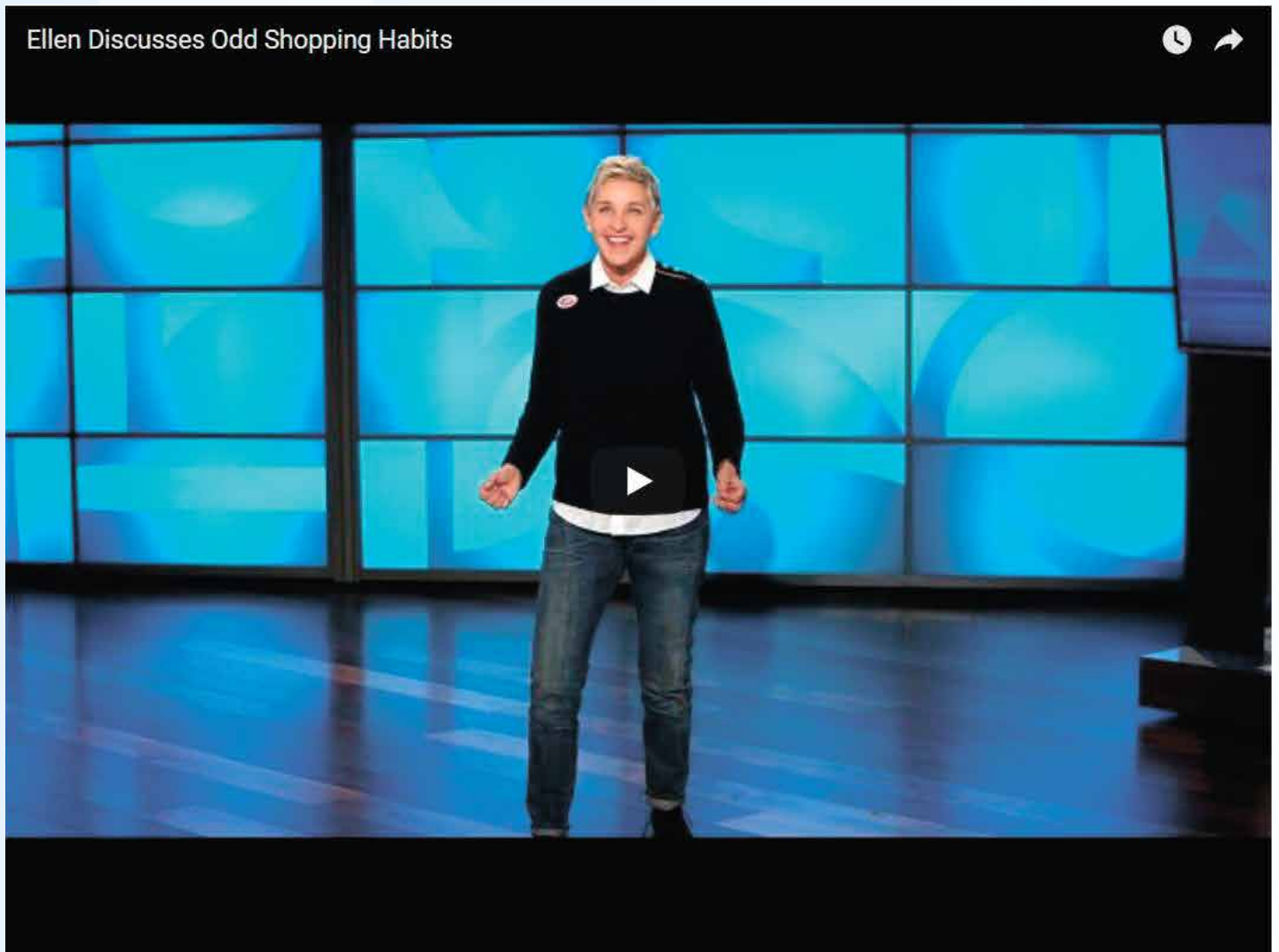
IF YOU CAN'T STOP THINKING ABOUT IT...

BUY IT.

Activity 5

Watch the video. Do you have any of these shopping habits?

<https://www.youtube.com/watch?v=Vusz1ywC9TQ>



Activity 6

With your partner make list of all the ways shopping and stores could be improved

