

# Emotional shoppers (Teacher's notes)

## 1. Warm-up (Activity 1) 5 mins

**Aims:** to break the ice and foster a safe environment for learning.

**Procedure:** introduce the topic. Ask students to say how they feel when they are shopping.

## 2. What's the word? (Activity 2) 10 mins

**Aims:** to learn topic-related vocabulary

**Procedure:** Ask students to put collocations into groups: those that describe Impulse Buyers, Bargain Hunters or Educated Shoppers. Ask students to say which shopping type they are.

### Key:

#### The Impulse Buyer

a master at justifying purchases that they know they don't need to make  
makes snap decisions  
takes very little persuading  
makes purchases based on instant gratification.  
buy in a rush of excitement

#### The Bargain Hunter

armed with coupons, deals, online codes and reward card credits  
heads straight to the sales racks  
regularly scours the top coupon and daily deals websites  
always on alert for the latest group buys.  
gets a rush of adrenaline when they pick up something at a reduced cost

#### The Educated Shopper

the toughest type of shopper to sell to  
has done extensive pre-purchase investigations  
spends hours online sifting through reviews, guides, comments, blogs, forums  
is very likely to have tracked down the best possible price on the desired  
is inclined to request the lowest price from their preferred retailer  
has enough knowledge to outsmart the salespeople on every aspect of a product

### 3. Discuss the questions (Activity 3) 10 mins

**Aims:** to provide students with free speaking practice

**Procedure:** students discuss in pairs questions about shopping.

### 4. Quotes and memes? (Activity 4) 10 mins

**Aims:** to provide students with free speaking practice

**Procedure:** students choose their favourite meme and comment on it.

### 5. Shopping habits (Activity 5) 10 mins

**Aims:** to provide student(s) with practice in listening for gist

**Procedure:** ask students to watch the video and discuss if they have any of the shopping habits mentioned

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

### 6. Improve shopping (Activity 6) 15 mins

**Aims:** to provide student(s) with free speaking practice

**Procedure:** ask students to work in pairs and make a list of all the ways shopping and stores could be improved.

### 7. Sum up (Activity 7) 1 min

Put errors on the board or whiteboard and let student(s) correct them. Summarise the lesson and tell student(s) what results they have achieved (Now you can ... After our speaking lesson you will be able to...). Ask them if they have any questions.