

## What influences shopping?

<p><b>Discuss the factors that influence shopping:</b></p> <ul style="list-style-type: none"> <li>Cultural</li> <li>Economic</li> <li>Environmental and ethical</li> <li>Personal</li> <li>Physiological</li> <li>Psychological</li> <li>Social</li> </ul>	<p>A5 Character Scenario Cards (supplied with support materials and available to download from CC website/education/GCSE Home. Ec)  Lesson plan – Studying consumer behaviour (download from CC website/education/GCSE Home. Ec)  Silver Service? Are supermarkets meeting the needs of older consumers (download from CC website/publications)  Silver Service DVD (supplied in support packs and available from CC)  Making Choices Today, Consumer Council (download from CC website/publications)</p> <p>See also websites and further reading on next page.</p>
<p><b>Evaluate the shopping options listed for different types of consumers:</b></p> <ul style="list-style-type: none"> <li>independent shops</li> <li>internet</li> <li>mail order</li> <li>markets</li> <li>shopping channels</li> <li>supermarkets</li> </ul>	<p>Lesson plan – What Influences Consumer Behaviour + A5 Character Scenario Cards – activity  Lesson plan - Evaluating Shopping Options (download from CC website/education/GCSE Home. Ec)  Online Shopping Tips (hardcopy from CC or download from CC website/publications)</p>
<p><b>Discuss the impact of marketing on the choice and management of resources</b></p>	<p>Lesson plan – Impact Of Marketing On Consumer Behaviour (download from CC website/education/GCSE Home. Ec)</p> <p>BBC Learning Zone clip - <b>Supermarket Sneak</b> – see description on next page.</p>
<p><b>Discuss the impact of changing lifestyles on the choice and management of resources</b></p>	<p>Adding up to a lifetime <a href="http://www.addinguptoalifetime.org.uk/online.html">http://www.addinguptoalifetime.org.uk/online.html</a> see websites on next page</p>

## What influences shopping?

### **BBC Learning Zone Clips**

#### **Disability Equality of Access**

This powerful clip looks at the barriers faced by consumers with a physical disability and the difficulties of using public transport and accessing shops and service providers.

<http://www.bbc.co.uk/learningzone/clips/disability-equality-of-access/6034.html>

#### **Marketing - Loyalty Card background – Supermarket Sneak**

This is a spoof of Supermarket Sweep and looks at the information supermarkets collect through their loyalty card schemes and how they use this as a marketing tool. It also raises questions about data protection.

<http://www.bbc.co.uk/learningzone/clips/loyalty-card-background/6412.html>

### **Websites**

**Ethical Consumer** <http://www.ethicalconsumer.org/FreeBuyersGuides.aspx>

In addition to the Ethical Consumers' Beginners Guide provided in the support packs, this website has 150+ free buyers' guides from its social and environmental impacts to the ethical records of the companies behind it. Categories include:

**Audio Visual**  
**Baby and Child**  
**Clothing**  
**Electrical Appliances**  
**Energy and Utilities**  
**Food and Drink**

**Health and Beauty**  
**Home and Garden**  
**Household Consumables**  
**Money**  
**Technology**  
**Travel and Transport**

## What influences shopping?

**Ethiscore** <http://www.ethiscore.org/reports.aspx?free=true>

This has ethical shopping guides across a vast range of products and services.

It has free guides on:

**Banks (internet banking)**  
**Computers (desktop)**  
**Tea**  
**Toilet cleaners; and**  
**Trainers (fashion) – recommended reading**

**Adding up to a lifetime** <http://www.addinguptolifetime.org.uk/online.html>

This interactive computer game looks at the lifestyle and financial decisions of four people and follows them through: Life as a student; Working Life; Relationships; New Life and Active Retirement.

## Further Reading

**Ethical Consumers Beginners Guide** (hardcopy distributed with conference support materials)

### **OFT Market Study: Internet Shopping**

The study found that shoppers could find better deals by searching more effectively, many could do more to protect themselves online, and most did not know that they have cancellation rights when shopping on the internet.

The study also found that many businesses did not know their obligations under the Distance Selling Regulations which provide additional protection for shoppers when buying online. Some businesses could also do more to address consumers' concerns about privacy and security.

[http://www.of.gov.uk/shared\\_of/reports/consumer\\_protection/oft921.pdf](http://www.of.gov.uk/shared_of/reports/consumer_protection/oft921.pdf)

## **What influences shopping?**

**Green to the core? How supermarkets can make greener shopping easier**, Nov 2009, Consumer Focus (download from [www.consumerfocus.org.uk](http://www.consumerfocus.org.uk))

**Green Expectations, Consumers' understanding of green claims in advertising**, June 2009, Consumer Focus (download from [www.consumerfocus.org.uk](http://www.consumerfocus.org.uk))

**Answers on a postcard**, New views on goods and services in Great Britain, Nov 2009, a cultural look at goods and services from the eyes of new immigrants (download from [www.consumerfocus.org.uk](http://www.consumerfocus.org.uk))

**Shopping generation**, National Consumer Council (download from [www.consumerfocus.org.uk](http://www.consumerfocus.org.uk))

**Watching, Wanting, Well-being**, National Consumer Council (download from [www.consumerfocus.org.uk](http://www.consumerfocus.org.uk) )