**Student Guide: “I Bought it for the ‘Gram”**

A Lesson in:

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| * *Consumer Decisions* | * *Product Features* |
| * *Immediate vs. Future Spending* | * *Costs and Benefits of Information* |

**Before the Reading:**

1. **Social addicts.** *Has scrolling through Instagram or your favorite social media account encouraged you to spend more money? How so?*

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1. **Stats.** CNBC shares that, “For millennials ‘more than any other generation, social media and the allure to spend beyond their means could have long-term negative effects on their finances if they’re not careful” in the article “Social Media May Make You Overspend And Its Not Just Because of Ads.” <https://www.cnbc.com/2018/03/15/social-media-may-make-you-overspend-and-its-not-just-because-of-ads.html> Upwards of 75% of teens shop online- says PracticalECommerce.com. With online shopping such a convenience, it has become more and more common.

*Does this surprise you? Give an example to support your answer.*

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1. **Spree.** *Imagine that you were given $100 to spend online. What online shopping site would you look at for your purchase? Have you shopped online before?*

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1. **Reflect.**

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| Provide the last item that you bought online, and why you chose to purchase your good or service over the internet. |  |
| Did you end up spending what you anticipated? |  |
| Did you have a plan when you went online to make your purchase? |  |
| Did you buy only what you initially wanted to purchase or did you add additional items into your “cart?” |  |
| Was your online shopping experience a positive experience? Why or why not? |  |
| What would you do to make a better online shopping experience next time? |  |
| If your friend is looking to shop online, what advice would you give to make sure that your friend was a smart shopper online? |  |

**During the Reading with Newspapers in Education:**

1. **Decipher.** Read the attached article, “With Rise of Online Shopping, Has it Saved Us Any Money?” and think about some household benefits and hindrances to shopping online.

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| *Benefits:* |
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1. **If… then... .** *What does the article identify as a consequence to online shopping for society?* *Draw an image or cartoon that reflects a consequence identified in the article.*

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**After the Reading:**

1. *Give your opinion for each repercussion on American society.*

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8. **Pros and cons.** One of the benefits of online shopping is the ability to “comparison shop” with ease. Consumers can take the time they need to find the right product based upon durability, warranty, prices, color, and other features as well as prices. *Given the individuals below, help each consumer make the right choice. Explain why you have selected that item for each individual.*

1. Keiko is a college student who is starting her second year of school away from home. She loves coffee and doesn’t want to make a trip out to the cafe daily for her morning cup. Right now, she does not have an income because she is a full time student. She loves the color red is looking to find a coffee maker that doesn’t take up too much space in the dorm she shares with her roommate.
   1. High end machine, red, large espresso machine, warranty- 1 year, $300
   2. Mid-grade coffee maker, black, countertop size, warranty- 2 years, $60
   3. Instant coffee powder in a can. $12 for 120 servings

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| *Keiko’s decision:*  *Why:* |

1. Lucy graduated from university, and has moved across the country to start her new job. She is looking to furnish her new apartment with a sofa set. She likes neutral colors and fabric upholstered couches. She is going for a mid-century vibe in her new place but doesn’t know what she will find. Her budget is $2,000 for a set of 2 love seats.
   1. Quiet Modern has a beautiful high end couch in a cream fabric that would look great with a throw blanket her grandmother gave her. The sofa is a stand-alone piece, and not in a set. They company includes delivery in their price, but is asking $2,100 before taxes. They have it in stock and can deliver tomorrow.
   2. Furniture Bird has many great options with various colors and textures. This discount furniture company has priced a set she likes for $1,750 but they will take off 10% if she pays in cash. She picks a neutral tan color and finds out that it is in stock in their warehouse. They can deliver next week for $200 extra.
   3. Looking in a consignment store, she found a set of two couches from 1950 with good structure for $300 in bright chartreuse green. She knows she could pay around $1200 to have the pair re-upholstered in a neutral gray but she may wait a month or more before they’d be finished for her apartment. She will have to find a friend with a truck or pay to rent a truck to move the furniture herself.

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| *Lucy’s decision:*  *Why:* |

1. Don is preparing for a summer job working for his cousin at a construction site hanging drywall. He will be paid $12 an hour and expects to work 10 hours 4 days a week. He is saving money to buy a food truck and start a business after his senior year in high school. His cousin needs him to start a week from today and he is supposed to bring a tool belt. He has been looking online and needs to make a decision.
   1. Hardwareusa.com has a leather tool belt with a 18 pocket center apron and seems top of the line for $45. Shipping is included and will take 8 days to process the order and ship.
   2. Gadgethardware.com advertises a heavy duty ballistic nylon with hanging pockets over each hip. Pockets number 27. The belt is $47 and ships for $5.99 and is delivered in 2 days.
   3. Toolsservices.store has thinner canvas tool belts with 4 pockets and wears as an apron. Tool bags range from $12 to $20 but Don isn’t sure they will last the whole summer. Shipping is a flat $8 and the belt will arrive before the weekend.

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| *Don’s decision:*  *Why:* |

9. **Wait it out?** *Look at Keiko, Lucy and Don’s stories and discuss the reasons why individuals may choose to purchase immediately, while others had the ability to wait.*

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10. **Features matter.** *Using Keiko, Lucy and Don, explain why they took interest in certain features of each product.*

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|  | ***Features*** |
| **Keiko** |  |
| **Lucy** |  |
| **Don** |  |

11. **Long term thoughts.** *Which of these individuals needed to consider regarding durability and maintenance costs? Explain what should be considered about each product.*

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|  | ***Durability*** | ***Maintenance*** |
| **Keiko** |  |  |
| **Lucy** |  |  |
| **Don** |  |  |

**Extension:**

Pair with a member of your class to compare your answers and thoughts to the lesson. Together work to design a small flyer to educate the peers in your school on the impact of online shopping.