




# A Smart Consumer

Name: \_\_\_\_\_ ( ) Class: \_\_\_\_\_ Date: \_\_\_\_\_

## Activity 1

### Group Discussion (My favourite brand)

Write down your favourite brand and three reasons for choosing this brand. Then, discuss the following questions in a group. Upon completion, send a representative to report to the teacher and classmates.

			
Favourite brand			
Reasons of choosing	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____

1. Why are people willing to pay more to buy branded products?

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2. Why are there price differences for the same type of products?

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## Activity 2

### Group discussion (Chun Hin's trouble)

Get into groups and ask one of the group members to play the role of Chun Hin. Choose a retail channel and talk about its pros and cons. Discuss if there are any other retail channels. Upon completion, send a representative to report to the teacher and classmates.

Chun Hin is a secondary school student and he wants to buy a school bag. The brand of the school bag features NBA stars in its advertisement and many of his classmates are using this brand. However, Chun Hin has limited savings which is the red packet money from Chinese New Year. Chun Hin is considering to buy the school bag from the following channels:



1. If you were Chun Hin, which retail channel mentioned above would you choose? List the pros and cons of that retail channel.

Retail channel : _____	
Pros	Cons

2. Why do similar consumer products have different prices at different retail channels?

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3. Do you think Chun Hin's reasons for buying a school bag are appropriate?

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### Summary

- ◆ Avoid letting advertisements and peer pressure affect your shopping decisions.
- ◆ 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 purchasing.
- ◆ The same product sold in different retail channels may have different prices.
- ◆ Be a smart consumer by developing a price comparison habit among different retail channels and stores.
- ◆ Avoid buying consumer products that you cannot afford.



## Extension activity

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 purchasing.

### Let's compare the price!

Product and brand: \_\_\_\_\_

Selling price in a supermarket:

Selling price in a convenience  
store:

Why does the same product have different prices in supermarkets and convenience stores?

Do you like shopping in supermarkets or convenience stores? Why?