

LESSON PLAN

How to Save on Groceries

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INCLUDED IN THIS PACKAGE

- **LESSON PLAN** (2 pages)
- **ACTIVITY** (4 pages)
- **QUIZ** (1 page)
- **ACTIVITY ANSWER KEY** (2 pages)
- **QUIZ ANSWER KEY** (1 page)

COLLECT FROM YOUR LIBRARY

- **VIDEO 19** (*How to Save on Groceries*)
- **HANDOUT 19** (*How to Save on Groceries*)
- **PRESENTATION 19** (*How to Save on Groceries*)

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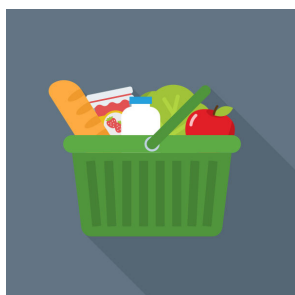


LESSON PLAN

How to Save on Groceries

GRADES
7 to 12

TIME
45 minutes



OVERVIEW

This lesson explores how grocery stores use design, marketing and pricing tactics to influence what shoppers buy. Students will practice spotting common sales strategies and develop practical ways to keep grocery costs low.

GOALS

- Help students recognize how marketing tactics influence consumer choices
- Encourage students to make smart choices that keep grocery costs low

OBJECTIVES

- Identify common grocery store tactics that influence consumer spending
- Recognize how factors like brand, packaging and convenience affect prices
- Explain strategies a shopper can use to avoid overspending

ASSESSMENT

Use the activity in this lesson plan to assess students' grasp of the topic. An optional quiz is also provided (the quiz is not factored into the lesson's 45-minute runtime).

Did you know? This lesson plan explores concepts from Standard 2 (Spending) from the Council for Economic Education's National Standards for Personal Financial Education.

MATERIALS

- VIDEO 19**—*How to Save on Groceries*
- HANDOUT 19**—*How to Save on Groceries*
- PRESENTATION 19**—*How to Save on Groceries*
- ACTIVITY**—*Sales Tactic Match and Answer Key*
- QUIZ**—*How to Save on Groceries and Answer Key*

PREPARATION

- Gather digital materials (video and presentation)
- Print **HANDOUT 19** for each student
- Print, cut out and shuffle the **ACTIVITY** cards
- (Optional) Print **QUIZ** (*How to Save on Groceries*) for each student



ACTIVITY





How to Save on Groceries

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SALES TACTIC MATCH

Directions: Cut out the cards, shuffle them well and distribute them to students. Instruct students to find the card that matches theirs—either a sales tactic or an example of that tactic in action.

 <p>Placing essentials at the back of the store</p>	 <p>You head in just for milk, but end up grabbing snacks and cereal on the way</p>
 <p>Putting expensive brands at eye level</p>	 <p>You grab the first jar of tomato sauce you see, not noticing the cheaper brand on the lower shelf</p>
 <p>Using relaxing music to keep shoppers in the store</p>	 <p>As you enter the store, you hum along to the music and slow your pace</p>
 <p>Placing impulse items near the checkout</p>	 <p>While waiting in line, you add a chocolate bar and a pack of gum to your purchases</p>



ACTIVITY









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SALES TACTIC MATCH

Directions: Cut out the cards, shuffle them well and distribute them to students. Instruct students to find the card that matches theirs—either a sales tactic or an example of that tactic in action.

 <p>Using scents to trigger cravings</p>	 <p>You smell freshly baked bread as you walk in and suddenly realize how hungry you are</p>
 <p>Promoting bulk deals that aren't always cheaper</p>	 <p>You buy a four-pack of yogurt thinking it's cheaper, but it actually costs more per cup</p>
 <p>Offering free samples to encourage impulse purchases</p>	 <p>You try a free sample of a new snack bar and add it to your cart even though it wasn't on your list</p>
 <p>Designing fancy packaging to suggest higher quality</p>	 <p>You reach for a jar of pickles with a stylish label because it looks as though it's worth the higher price</p>



ACTIVITY








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SALES TACTIC MATCH

Directions: Cut out the cards, shuffle them well and distribute them to students. Instruct students to find the card that matches theirs—either a sales tactic or an example of that tactic in action.

 <p>Using end-of-aisle displays to grab shoppers' attention</p>	 <p>You grab tortilla chips from a special display and skip checking the other brands in the aisle</p>
 <p>Charging more for convenience foods</p>	 <p>You buy the ready-to-eat watermelon cubes instead of buying a whole melon to slice</p>
 <p>Advertising limited-time offers to pressure shoppers</p>	 <p>You see a "while supplies last" sign and add the item to your cart just in case it sells out</p>
 <p>Providing oversized carts and baskets to encourage shoppers to buy more</p>	 <p>You add more items because your cart looks empty with only a few things in it</p>



ACTIVITY









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SALES TACTIC MATCH

Directions: Cut out the cards, shuffle them well and distribute them to students. Instruct students to find the card that matches theirs—either a sales tactic or an example of that tactic in action.

 <p>Encouraging shoppers to spend more to earn rewards</p>	 <p>You buy a few extra items to reach the points bonus for your store's rewards program</p>
 <p>Using coupons to make shoppers buy things they don't need</p>	 <p>You use a coupon for an item you wouldn't normally buy just because it feels like a good deal</p>
 <p>Showing higher "original" prices to make sales look like better deals</p>	 <p>You buy a snack marked "50% off," even though you never planned to buy it</p>
 <p>Using "buy one, get one" deals that lead shoppers to buy more than they can use</p>	 <p>You buy two bags of salad mix for the "buy one, get one" deal, but one spoils before you can eat it</p>



QUIZ

How to Save on Groceries

NAME: _____

TOTAL / 8 pts

MULTIPLE CHOICE

Directions: CIRCLE the best possible answer to each question.

- What's one way grocery stores use product placement to influence your choices?
 - Placing expensive brands at eye level
 - Keeping all brands on one shelf
 - Grouping products by size
 - Mixing unrelated products together
- Buying prewashed or presliced food items usually costs more because you're paying for:
 - Better quality ingredients
 - Added convenience
 - Extra nutrients
 - Fancy packaging
- Which of the following are ways to avoid overspending on groceries?
 - Make a shopping list and stick to it
 - Compare prices before you shop
 - Avoid shopping when you're hungry
 - All of the above
- How can you make sure you're getting the best value at the grocery store?
 - By only buying in bulk
 - By ignoring anything that isn't on sale
 - By choosing only brand-name items
 - By comparing unit prices before deciding what to buy

/4 pts

TRUE OR FALSE

Directions: CIRCLE either true or false.

- TRUE or FALSE Buying individually packaged snacks usually costs more per serving than buying a larger pack and portioning it yourself.
- TRUE or FALSE Generic or store-brand items are always lower quality than name-brand items.
- TRUE or FALSE Shopping with a list can help you avoid overspending.
- TRUE or FALSE Grocery stores often use layout, lighting and even music to encourage shoppers to spend more.

/4 pts

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ACTIVITY ANSWER KEY

How to Save on Groceries

SALES TACTIC MATCH

Directions: Use this answer key to guide discussion as students share their matches and smart shopper tips. Encourage reflection on when strategies like coupons, rewards or “buy one, get one” deals might actually help, if used wisely.

SALES TACTIC	TACTICS IN ACTION	SMART SHOPPER TIP
Placing essentials at the back of the store	You head in just for milk, but end up grabbing snacks and cereal on the way	<ul style="list-style-type: none"> • Stick to your shopping list and head straight for what you need
Putting expensive brands at eye level	You grab the first jar of tomato sauce you see, not noticing the cheaper brand on the lower shelf	<ul style="list-style-type: none"> • Check the top and bottom shelves for better prices
Using relaxing music to keep shoppers in the store	As you enter the store, you hum along to the music and slow your pace	<ul style="list-style-type: none"> • Stay focused on your list • Pop on some headphones and listen to your own music
Placing impulse items near the checkout	While waiting in line, you add a chocolate bar and a pack of gum to your purchases	<ul style="list-style-type: none"> • Don't grab anything at the till; if you truly need something, add it to your list for next time
Using scents to trigger cravings	You smell freshly baked bread as you walk in and suddenly realize how hungry you are	<ul style="list-style-type: none"> • Eat before you shop so food smells don't trick your appetite
Promoting bulk deals that aren't always cheaper	You buy a four-pack of yogurt thinking it's cheaper, but it actually costs more per cup	<ul style="list-style-type: none"> • Check the unit price to confirm whether or not it's a good deal
Offering free samples to encourage impulse purchases	You try a free sample of a new snack bar and add it to your cart even though it wasn't on your list	<ul style="list-style-type: none"> • Try samples, but wait until the end of your shop to decide if they're worth buying
Designing fancy packaging to suggest higher quality	You reach for a jar of pickles with a stylish label because it looks as though it's worth the higher price	<ul style="list-style-type: none"> • Compare products based on what's inside, not just on how they look

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ACTIVITY ANSWER KEY

How to Save on Groceries

SALES TACTIC MATCH

SALES TACTIC	TACTICS IN ACTION	SMART SHOPPER TIP
Using end-of-aisle displays to grab shoppers' attention	You grab tortilla chips from a special display and skip checking the other brands in the aisle	<ul style="list-style-type: none"> • Even if something is on sale, compare the price with similar products in the aisle
Charging more for convenience foods	You buy the ready-to-eat watermelon cubes instead of buying a whole melon to slice	<ul style="list-style-type: none"> • When you can, buy whole ingredients and prep them yourself
Advertising limited-time offers to pressure shoppers	You see a "while supplies last" sign and add the item to your cart just in case it sells out	<ul style="list-style-type: none"> • Ask yourself if you'd still buy the item if it wasn't on sale
Providing oversized carts and baskets to encourage shoppers to buy more	You add more items because your cart looks empty with only a few things inside	<ul style="list-style-type: none"> • Bring your own bag or basket—and don't worry if it's not full
Encouraging shoppers to spend more to earn rewards	You buy a few extra items to reach the points bonus for your store's rewards program	<ul style="list-style-type: none"> • Don't change your shopping habits just to chase points
Using coupons to make shoppers buy things they don't need	You use a coupon for an item you wouldn't normally buy just because it feels like a good deal	<ul style="list-style-type: none"> • Use coupons only for things already on your list
Showing higher "original" prices to make sales look like better deals	You buy a snack marked "50% off," even though you never planned to buy it	<ul style="list-style-type: none"> • Do a quick price check on your phone to make sure the big markdowns aren't exaggerated
Using "buy one, get one" deals that lead shoppers to buy more than they can use	You buy two bags of salad mix for the "buy one, get one" deal, but one spoils before you can eat it	<ul style="list-style-type: none"> • Go for deals only on items you know you'll use before they expire

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QUIZ ANSWER KEY

How to Save on Groceries

MULTIPLE CHOICE

Directions: CIRCLE the best possible answer to each question.

1. What's one way grocery stores use product placement to influence your choices?
 - a. Placing expensive brands at eye level
 - b. Keeping all brands on one shelf
 - c. Grouping products by size
 - d. Mixing unrelated products together
2. Buying prewashed or presliced food items usually costs more because you're paying for:
 - a. Better quality ingredients
 - b. Added convenience
 - c. Extra nutrients
 - d. Fancy packaging
3. Which of the following are ways to avoid overspending on groceries?
 - a. Make a shopping list and stick to it
 - b. Compare prices before you shop
 - c. Avoid shopping when you're hungry
 - d. All of the above
4. How can you make sure you're getting the best value at the grocery store?
 - a. By only buying in bulk
 - b. By ignoring anything that isn't on sale
 - c. By choosing only brand-name items
 - d. By comparing unit prices before deciding what to buy

/4 pts

TRUE OR FALSE

Directions: CIRCLE either true or false.

5. TRUE or FALSE Buying individually packaged snacks usually costs more per serving than buying a larger pack and portioning it yourself.
6. TRUE or FALSE Generic or store-brand items are always lower quality than name-brand items.
7. TRUE or FALSE Shopping with a list can help you avoid overspending.
8. TRUE or FALSE Grocery stores often use layout, lighting and even music to encourage shoppers to spend more.

/4 pts