**Consumerism Unit – 3 Days**

**Day #29 Unit 4 Consumerism**

**Unit Topic:** Consumerism – Notes, Brand Power, Shopping

**State Standard:** Students will identify consumer strategies associated with fashion.

**Behavioral Objective:**

1. Identify consumer influences by taking notes in class.
2. Create a label and hangtag used in clothing with 100% accuracy.

**Motivator:**

Brand Power – pass out handout to students, show on the overhead the labels used to identify product brands. Give the students 5 minutes and see how many they can identify.

**Content and Learning Activities:**

|  |  |
| --- | --- |
| **Activity #1:**Time: 35 minutesSupplies: Handouts-notes, Power Point Presentation**Activity #2:**Time: 5 minutesSupplies Needed: Handout/notes**Activity #3:**Time: 35 minutesSupplies Needed: magazines, glue, scissors, handout | Students will take notes on Consumerism – Pass out handouts and go over consumerism using the power point Influences – Cultural and EconomicMedia and AdvertisingTechnologyPurchasing Influences (conformity, peer pressure, social (media, culture, religion), individuality)Purchasing Options – Stores (chain, department, specialty, discount , manufacturer-owned, outlets) Catalogs, InternetShopping experience – Have students pair up and share a shopping experience with each other. Ask the following questions: Where do you shop? What is your favorite store? What do you like shopping for? Do you like shopping? Hangtags and Labels – Students will make a hangtag and label for a clothing item. Pass out magazines, have students find a picture of a clothing item. On the handout students will draw a hangtag and label to identify the article of clothing.  |

**Processing Questions:**

1. What influences people to buy clothing? Culture, economy, media, advertising, and technology
2. Give characteristics of the different types of stores?
3. What is found on a hangtag? brand name, size, price, warrantee
4. What is found on a label? fiber content, care instructions, location of manufacture, size

**Summary and Evaluation:**

Review the student assignment on labels and hangtags.

**Optional Activity:**

Write down the label for the clothing you are wearing in class.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Brand Power

Identify the company from the hint below.



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1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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25. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

KEY

A. Adobe

B. Barbie

C. Coca-Cola

D. Walt Disney

E. Ebay

F. Fila

G. Google

H. H&M

I. IBM

J. Johnson and Johnson

K. Kellogg’s

L. Lego

M. M TV

N. Nintendo

O. Oakley

P. Puma

Q. Quick Time

R. RCA

S. Sony/Sega

T. Texaco

U. Unilever

V. Virgin

W. Walkman

X. X-box

Y. Yahoo

Z. Zurich

Consumer Influences

Notes and Worksheet

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_

1. List the three main consumer influences to our clothing selection.
	1.
	2.
	3.
2. Cultural and Economic Conditions
	1. How has the weather influenced your clothing decisions in Utah?
	2. Have you lived anywhere else? How was your clothing different there? If not, how does your clothing differ when you go on vacation?
	3. What part of your culture has influenced the way you dress?
	4. Has affordability ever influenced the clothing you select?
3. Media and Advertising:
	1. How many hours do you spend watching TV a week?
	2. What are your favorite stores?
	3. Do you remember any commercials advertising this store? If not, how did you find out about it?
	4. What is your favorite TV show? Has it influenced the way that you dress? Favorite movie?
	5. Have you ever intentionally copied the way someone was dressed in a favorite TV show or movie?
	6. What did the following commercials do to appeal to their audience?
		1. Mandee:
		2. GAP:
	7. Do you subscribe to any magazines? Do you ever purchase any magazines?
	8. What causes you to want to buy a magazine that you see in the store? What do you hope to gain from it?
4. Technology:
	1. What advancements in technology has changed our clothing and dress?
	2. What fibers are you wearing right now? (Have your neighbor check your shirt tag if you can’t) are they Natural or Synthetic?
	3. What are some other technological influences? Can you think of any that were not listed in the PowerPoint?

**Purchasing Influences**

1. What influences you to make a purchase?
2. Define the following influences below:
	1. Conformity:
	2. Peer Pressure:
	3. Social:
	4. Individuality:

**Types of Purchasing Options: Where do you buy your clothes?**

**Describe the various types of purchasing options:**

1. Chain Stores
2. Department Stores
3. Specialty Stores
4. Discount Stores
5. Manufacturer-Owned Store
6. Outlet Stores
7. Catalog Retailing
8. Internet

**Are there any other places you can get clothing?**

**Personal Decisions/Personal Shopping Habits**

1. When looking at purchasing clothing, what quality should you look for?
	1.
	2.
	3.
	4.
2. Proper Fit:
3. What is “cost per wear?”
4. What is smart shopping?
	1.
	2.

**Care Label Information**

1. What is a care label?
2. The tag must have on it the following items:
	1.
	2.
	3.
	4.
3. Labels must be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ attached and remain \_\_\_\_\_\_\_\_\_\_\_ for the life of the garment.
4. Before you but a garment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You’ll learn useful information that will help you make better buying decisions.

**Hang Tags**

1. What is a hang tag?
2. What information is found on a hang tag?
	1.
	2.
	3.
	4.
3. They should be securely affixed and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. May include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_complete information than affixed label and not conflict – they must be the same.

**Laundry Care**

General Trade Commission Trade Regulation

Labels must be permanently attached and remain legible for the life of the garment.

Fill in the following chart by drawing the following laundry symbols:

Wash, Bleach, Dry, Iron, and Dry clean

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Wash** | **Bleach** | **Dry** | **Iron** | **Dry Clean** |
|  |  |  |  |  |

**When should you shop?**

**Shopping experience – Interview a Classmate**

Get with a partner and answer the following questions:

1. Where do you shop for clothes?
2. What is your favorite store?
3. What clothing item do you like shopping for?
4. What clothing items do you not like to shop for?
5. Who do you go shopping with?
6. Do you save money to go shopping or just buy what you want?
7. Do you look at the hangtags and labels when you shop for clothes?

**Day #30 Unit 4 Consumerism**

**Unit Topic:** Comparison Shopping

**State Standard:** Students will identify consumer strategies associated with fashion.

**Behavioral Objective:**

1. Compare clothing at retail stores by searching on the internet for similar items and filling in a comparison chart.
2. Identify various types of purchasing options, and smart shopping skills by listening to the class discussion and filling in a note outline given.

**Motivator:**

1. Introduction Activity: Show clip from the beginning of Legally Blonde. She is shopping for a dress on Rodeo Drive in a dress salon. (3:00 min)

**Content and Learning Activities:**

|  |  |
| --- | --- |
| **Activity #1:**Time: 10 min.Supplies: handout**Activity #2:**Time: 45 minSupplies Needed: Computers (internet) Handouts**Activity #3:**Time: 5 minutes Supplies Needed: Handout | Purchasing Habits – Have students fill out handout on the purchasing habits in each case scenario. Go over with the class. Comparison Shopping – Students will look on the internet and compare two stores and the clothing from the stores. They will find the cost, fabric content, care and description of the items.  Pass out Wardrobe Planning Guide – This will be used later in another lesson. Explain to students they need to plan when they go shopping. The assignment is to take an inventory of their closet. (This will be homework) |

**Processing Questions:**

1. What is comparison shopping? Comparing an item by looking at cost, fiber content, and care (to get the best quality for the money – cost per wear)

**Summary and Evaluation:**

Look at the students work on comparison shopping.

Are students aware of the importance of taking inventory before they go shopping?

**Optional Activity:**

As a class compare stores and make a very large chart to hang on the wall. Compare 1 type of clothing sold at multiple stores – example (white t-shirt)

**Purchasing Habits**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_

Determine whether the purchasing habits described here are good or bad. Write “good” or “bad” in the short space in each answer. Then continue with an explanation of your opinion.

1. Before shopping, Liam outlines on paper what he already has and what he needs to update his wardrobe. This is a \_\_\_\_\_\_\_\_\_\_\_ habit because …
2. Kevin uses just a few basic colors in his wardrobe so he can mix and match everything. This is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ habit because…
3. Wendy buys something every time she goes to the mall whether shoe needs it or not. This is a \_\_\_\_\_\_\_\_\_\_ habit because…
4. Francesca does comparison shopping, especially for basic expensive items. This is a \_\_\_\_\_\_\_\_\_ habit because…
5. Katie always tries on garments before purchasing them to make sure they fit. This is a \_\_\_\_\_\_\_\_\_\_ habit because…
6. Nate uses his sewing skills to make simple garments and to repair and update old items. He spends most of his clothing money on items like jackets, sweaters, and shoes. This is a \_\_\_\_\_\_\_\_ habit because…
7. Doug buys clothes without considering the care they will require. This is a \_\_\_\_\_\_\_\_\_ habit because…
8. Carlos checks for quality of construction before deciding if a purchase is good value for the prices. This is a \_\_\_\_\_\_\_\_ habit because…
9. Anne has found a brand of jeans that fit her well. The plans to buy this brand again. This is a \_\_\_\_\_\_\_\_\_\_\_ habit because…
10. Yolanda almost always buys clothes on impulse. This is a \_\_\_\_\_\_\_\_\_\_\_\_\_ habit because...
11. When Ben shops for merchandise on the Internet, he checks specifics about items through the Internet – [www.fashionmall.com](http://www.fashionmall.com) and Web sites of several individual retailers. This is a \_\_\_\_\_\_\_\_\_\_\_\_\_ habit because…
12. List some of your own buying habits. Are they good or bad? Explain which ones should be changed and how?

**Comparison Shopping**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_

When shopping for clothes it is a good idea to do some comparison shopping to get the right price you are willing to pay for the quality you are looking for. Also known as “cost per wear” – calculating the value of a purchase by dividing the cost of an item by the number to times the item is worn.

Directions:

1. Choose two online stores from the following list:
	1. Gap
	2. Old Navy
	3. Walmart
	4. Target
	5. Nordstrom
	6. Dillards
	7. Sears
	8. Aeropostale
	9. American Eagle
	10. (your choice)
2. Choose pieces of clothing to make two complete outfits. The clothing must be as similar as can be.
	1. The first outfit is casual with jeans and a top.
	2. The second outfit should be dressy/formal attire.
3. Copy and paste pictures into a document, fill in the chart and compare the clothing.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Store Name | Title of clothing | Sizes | Fiber content | Care of fabric | Price |
| BOTTOM (pants, skirt) |  |  |  |  |  |  |
|  |  |  |  |  |  |
| TOP(shirt, jacket, blouse, etc) |  |  |  |  |  |  |
|  |  |  |  |  |  |

4. Print out the pictures, and label the clothing with the store name.

5. Which clothing would you buy and why?

6. Staple pictures to this sheet and turn it in.

**Fashion Strategies State Performance #5 Wardrobe Inventory**

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Hour\_\_\_\_\_\_\_\_\_\_

Using the chart below (continue on your own paper), take an inventory of your wardrobe. Include the following items: shirts/blouses, pants/slacks, shorts, skirts, dresses, suits, coats, hosiery, shoes, undergarments, jewelry, purses/wallets, hair accessories, sportswear, night time clothing, swim wear, etc.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item classification (skirt, pants, shoes, jewelry etc.) | Is it for casual wear? | Is it for dressy wear? | What color is it? | What season can you wear it in? (summer, spring, winter, fall) | How many do you have? |
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Continue on your own paper…or on the back….

**Day #31 Unit 4 Consumerism**

**Unit Topic:** Consumerism TEST, Advertisements for Fashion

**State Standard:** Students will identify consumer strategies associated with fashion.

**Behavioral Objective:**

1. Recall information taught by taking a written test with 80% accuracy.
2. Create an advertisement for a fashion item (clothing or accessory) by creating a magazine adversietment.

**Motivator:**

Advertisements/TV commercials for Fashion Industry and Retail Stores.

* GAP
	+ <http://www.youtube.com/watch?v=uXA1d4vnYjU>

Why does this advertisement want you to buy the product? (fun, flashy, exciting…)

**Content and Learning Activities:**

|  |  |
| --- | --- |
| **Activity #1:**Time: 20 minutesSupplies: Quiz**Activity #2:**Time: 40 minutesSupplies Needed: Poster board, paper, markers, pencils, glue, crayons, pictures of items, etc.**Activity #3:**Time: 20 minutesSupplies Needed: Student advertisements | Pass out quiz on Fashion Consumerism.Divide students into groups to create an advertisement for a clothing item, or accessory. (See handout) Read through directions with the students. Give each student a picture of the clothing item, or accessory to create an advertisement/poster for. Share the advertisements. Students will share how they will advertise their product.  |

**Processing Questions:**

1. What kind of advertisements are better than others? Good advertisements, are flashy, colorful, fun…

**Summary and Evaluation:**

1. Evaluate the quiz students completed to see what they remember on consumerism.
2. Look at advertisements they have come up with, the power of advertising.

**Optional Activity:**

Have students rank the advertisements in order from favorite to least favorite.

**Consumerism Quiz – Fashion Strategies**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_**

1. What are the three main consumer influences in our clothing selection?
	1.
	2.
	3.

Match the following purchasing influence with the definition

1. \_\_\_\_\_ Conformity
2. \_\_\_\_\_ Peer Pressure
3. \_\_\_\_\_ Social
4. \_\_\_\_\_ Individuality

A. Obeying or agreeing with a given standard or authority

B. Culture, religion, media and other factors that influence

 a consumer’s purchasing habit

C. The quality that distinguishes one person from another.

D. Force that makes people want to be like others in their

 social group.

Match the following stores to the definitions

1. \_\_\_\_\_ Outlet
2. \_\_\_\_\_ Manufactured-Owned
3. \_\_\_\_\_ Chain Store
4. \_\_\_\_\_ Department Store
5. \_\_\_\_\_ Discount Store
6. \_\_\_\_\_ Specialty Store
7. Groups of stores that are owned, managed, and controlled by a central office without a main flagship store.
8. Retail outlet that handles a specific kind of merchandize or one category of goods, such as children’s wear, shoes, plus sizes, etc…
9. A store that carries clothing from one specific brand or manufacturer
10. A retail establishment that offers a large variety of many types of merchandise organized into separate departments (home furnishings, apparel, linens)
11. Retail outlet that sells merchandise at consistently low prices.
12. Retail store associated with a specific manufacturer that sells seconds and overruns.
13. What are two other ways you can shop for clothing when you are at home?
	1.
14. Name two items found on a care label?
15. Name two items found on a hang tag?
16. True or False: “Cost per Wear” is the method of calculating the value of a purchase by dividing the cost of an item by the number of times the item is worn.
17. (BONUS)If I buy shirt for $40 and I wear it twice a week for 1 month, (8 times), what is the cost per wear?

**KEY - Consumerism Quiz – Fashion Strategies**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_**

1. What are the three main consumer influences in our clothing selection?
	1. Weather -
	2. Culture – where we live
	3. Affordability – can we afford it

Match the following purchasing influence with the definition

1. \_\_A\_\_\_ Conformity
2. \_\_D\_\_\_ Peer Pressure
3. \_\_B\_\_\_ Social
4. \_\_C\_\_\_ Individuality

A. Obeying or agreeing with a given standard or authority

B. Culture, religion, media and other factors that influence

 a consumer’s purchasing habit

C. The quality that distinguishes one person from another.

D. Force that makes people want to be like others in their

 social group.

Match the following stores to the definitions

1. \_\_L\_\_\_ Outlet
2. \_\_I\_\_\_ Manufactured-Owned
3. \_\_G\_\_\_ Chain Store
4. \_\_J\_\_\_ Department Store
5. \_\_K\_\_\_ Discount Store
6. \_\_H\_\_\_ Specialty Store
7. Groups of stores that are owned, managed, and controlled by a central office without a main flagship store.
8. Retail outlet that handles a specific kind of merchandize or one category of goods, such as children’s wear, shoes, plus sizes, etc…
9. A store that carries clothing from one specific brand or manufacturer
10. A retail establishment that offers a large variety of many types of merchandise organized into separate departments (home furnishings, apparel, linens)
11. Retail outlet that sells merchandise at consistently low prices.
12. Retail store associated with a specific manufacturer that sells seconds and overruns.
13. What are two other ways you can shop for clothing when you are at home?
	1. Internet
	2. Catalog
14. Name two items found on a care label?

fiber content, care instructions, location of manufacture, size

1. Name two items found on a hang tag?

brand name, size, price, warrantee

1. **True** or False: “Cost per Wear” is the method of calculating the value of a purchase by dividing the cost of an item by the number of times the item is worn.
2. (BONUS)If I buy shirt for $40 and I wear it twice a week for 1 month, (8 times), what is the cost per wear? $40/8 = $5.00

**Consumer Influences…Advertisement Assignment**

Names of Group Members \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As a group, create an advertisement for the product you have been given. The product could be a clothing item, or accessory

Create the following:

* Poster/Billboard/Flyer – turn in project example
	+ In color, presentation, grammar, pictures

Be creative, and remember how will you influence others to buy your product?

**As a group you will present your advertisement to the class next time.**

1. What are you selling?
2. Who is your target audience?
3. How will you catch the buyers’ attention?
4. Do you have a slogan?

**Grading:**

 **Planned out with above requirements \_\_\_\_\_\_\_\_\_20**

 **Participation with group \_\_\_\_\_\_\_\_\_20**

 **TOTAL \_\_\_\_\_\_\_\_\_40**