

Name:

In this lesson, you will:

- Weigh subscription options for products and services
- Learn about hidden fees and how to avoid them
- Consider the benefits of buying goods second hand
- Evaluate various online marketplace options
- Learn how to stay safe when using buy/sell/trade marketplaces

RESOURCES	QUESTIONS
<p>1 <u>How much does the average consumer spend per month on subscription services?</u></p> <p>A smart consumer not only looks for the best deals but is also aware of how much they're spending each month. Don't get surprised by your subscriptions! Answer the question on the first slide in the box. Then, compare your answer to the answer on the second slide. Finally, follow your teacher's directions on how to answer the follow-up questions on the last slide.</p>	<p>1. How much does the average consumer spend per month on subscription services?</p>
<p>2 <u>Subscriptions Everywhere! Clean Up Those Forgotten Monthly Fees</u></p> <p>In today's world, it seems like there is a subscription service for everything! Many of these services for consumers, from entertainment to shopping, and even groceries, are subscriptions. And all these different subscriptions can add up quickly. Watch this video to learn how you can</p>	<p>1. Why do you think it is so easy for spending on subscription services to get out of hand?</p> <p>2. What does the acronym SAAS stand for, and how does it relate to subscription fees?</p>

turn subscription spending into subscription savings. Then, answer the questions.

3. True or False: Most people have a good idea of exactly how much they pay in subscriptions each month.
4. What 3 steps can you take to help save yourself from unnecessary subscription fees?
5. What are some subscription services you or your friends' families might have? Are there any you think you could live without?

3 How to Avoid Hidden Fees!

Aside from forgotten subscription costs, some fees for goods and services are hidden from us by companies. These hidden fees can really add up and cause you to pay more than you anticipated or budgeted for. Watch this video to learn more about how businesses hide the true costs of your purchase and how to conserve these costs as a consumer. Then follow your teacher's directions to answer the questions either within the EdPuzzle itself or on this document.

1. In which of these businesses can hidden fees be found?
 - a. Hotels
 - b. Banks
 - c. Internet Service Providers
 - d. All of the above
2. Identify the FALSE statement. Companies employ the tactic of "drip pricing" because...
 - a. Companies are forced to keep up with competitors' seemingly low prices
 - b. Customers tend to appreciate companies who utilize drip pricing more
 - c. Customers spend up to 20% more when a company uses a drip pricing model
 - d. Hidden fees make a great deal of revenue for some companies and industries
3. Roughly what portion of people who fight against hidden fees end up successful?
 - a. 1/4
 - b. 1/2
 - c. 2/3
 - d. 3/4
4. Your first two actions in defense against hidden fees should be to:
 - a. call your bank and put a freeze on your credit
 - b. call the Better Business Bureaus and report the transaction
 - c. read all the fine print and never sign anything without a lawyer present
 - d. notice they're there and ask to have them waived

	<p>5. Which of these statements accurately describes the situation regarding hidden fees?</p> <ol style="list-style-type: none"> You can always find an alternative seller that doesn't have any hidden fees If you always make purchases with cash, then you'll never have to pay hidden fees We're currently stuck with hidden fees, but you can still fight them yourself The U.S. government banned the use of hidden fees and they're now illegal
<p>4 <u>Why You Need to Add Thrifting to Your To-Do List</u></p> <p>After looking at your spending on subscriptions and hidden fees, you may be looking for a way to save on your purchases. One of the biggest teen spending categories is clothing. You may have heard the old phrase, "Reduce, Reuse, Recycle," to conserve resources, and going to thrift stores to stock your wardrobe can not only help the environment, but help you conserve cash as well! Read this article about the trend in thrifting, and then answer the questions.</p>	<ol style="list-style-type: none"> From a fashion standpoint, what is one draw of thrifting? How can thrifting help you save money as a consumer? What other benefits, besides a trendy look, does thrifting have over purchasing new items? Is thrifting an attractive idea to you? Why or why not?
<p>5 <u>The Best Online Thrift Stores</u></p> <p>The second hand market is large and growing beyond just your neighborhood thrift store. As it gets more and more popular, consumers are turning to virtual thrift store platforms to search far and wide for a great deal or the next fashion trend. Skim this article, and then choose ONE of</p>	<ol style="list-style-type: none"> Which second hand store did you choose to explore? How would you describe the kind of goods in this store? What would you say is their "specialty," if any?

the online stores to answer the following questions.

3. Give a brief profile description of the kind of consumer who might typically enjoy shopping from this store.
4. Have you ever considered buying or selling clothing through an online marketplace? What are some reasons you do or do not see this as a good option?
5. Hassan lives in a small suburb of Oklahoma City. He is 17 but does not yet have his driver's license. He hit a growth spurt in college and has a lot of clothes that no longer fit him. Most of his clothes are less than three years old, and the fashion hasn't changed much since he got them. He is currently debating whether to take them to Goodwill, sell them to the local thrift store, or explore selling them online. Based on what you just learned, what would you recommend Hassan do?

6 The Rising Popularity of the "Buy Nothing Project"

If you're really trying to trim your budget even further, one alternative to buying anything in the first place is to join a growing trend of "Buy Nothing" groups. These groups are community-based groups where people freely exchange goods and services with those in their geographical area. Watch this video to learn more. Then, answer the questions.

1. Would you use a buy-nothing group? Why or why not?
2. What are some of the benefits- besides decluttering- of joining a Buy Nothing group?
3. How many people are part of Buy Nothing groups worldwide?
4. How do you think Buy Nothing groups change the experience of being a consumer?

7 [Ways to Stay Safe When Using Facebook Marketplace](#)

As you saw in the previous resource, finding products you want on social media is very common. In fact, using peer to peer marketplaces like Facebook Marketplace has become an increasingly popular option for consumers. These often involve connecting online with people who are selling furniture, technology, etc. and then meeting in-person for the exchange. While these services can be a great way to save some money on second hand purchases, it's important to keep your safety in mind when using them. Read this article about what to look out for if you choose this route.

1. What are some red flags that you may encounter while making a transaction on a peer-to-peer marketplace?
2. Identify two tips to help keep you and your belongings safe when using a marketplace and explain how they can help.

8 [Omnichannel Shopping in 2030](#)

Watch the video or read the transcript about the possible future of commerce. Reflect on what this next wave of the consumer experience would be like and answer the questions.

1. Why do you think stores might consider a “phygital” (physical AND digital) combined experience for their consumers?
2. What would be an advantage of this kind of shopping experience for you, the consumer?
3. There is a focus on “personalizing” the shopping experience. What are some of the unspoken drawbacks of this kind of customer-centered shopping?
4. What is one thing that would impact YOUR choice to shop at a store?

	<p>5. How does this video make you feel about the future of shopping?</p>
<p>9 Exit Ticket Follow your teacher's directions to complete the Exit Ticket.</p>	