

## LESSON PLAN 5

**Topic:** Digital Consumerism (Consumer Behaviour & Influencing Opinions)

**Learning Intentions:** Lesson 5:

- Watch video on Consumer Shopping Behaviour online
- Discuss CSO Statistics on Online Purchases made
- Discuss effect of Covid-19 on Online Shopping, identify which items increased / decreased in sales online, evaluate reasons for this
- Interpret CSO findings
- Exploring influences on online shopping
  - Factors that influence online shoppers
  - Factors that influence online shopping behaviour of consumers
- Analyze Customer Online Shopping Behaviours
- Watch video on the Power of Social Media Influencers
- Research and create a list of social media influencers
- List influencer marketing statistics
- Watch video on Covid-19's impact on shopping

**Success Criteria:** At the end of this lesson, students will have a better understanding of consumer behaviour. They will be able to explain the effect of Covid on online shopping. Students will recognise factors that influence consumers to buy online.

**Prior Knowledge:** Students may have completed lessons 1 - 4, prior to lesson 5 (not necessary though)

**Resources:**

- Online Shopping Lesson 5 Google Slides
- Handout on Influencing Factors
- Each student requires a device with internet connection

### Lesson 5 (60 mins)

Time	Learning Objective	Lesson Planned	Review/ Reflection
5 mins	Consumer Shopping Behaviour Online	Slide 2 Watch <a href="#">video</a> on Consumer Shopping Behaviour Online	
20 mins	Statistics on online shopping 2019 and 2020 (CSO) and discuss effects of Covid-19 on online buying behaviour	<p>Slide 3</p> <p>CSO statistics showing individuals who used the internet classified by the types of purchases made online. View chart from 2019.</p> <p>Slide 4</p> <p><i>Think/Pair/Share Activity:</i> Split class into groups of 2 to answer the following questions:</p> <ul style="list-style-type: none"> <li>• Which online purchases do you think increased / decreased?</li> <li>• Why do you believe the sale of certain items increased / decreased?</li> </ul> <p>One person from group report back to rest of the class</p> <p>Teacher will then show slide 5 CSO statistics showing individuals who used the internet classified by the types of purchases made online - January and March 2020.</p> <p>Slides 6 &amp; 7</p>	

		Slide 6 shows which items increased and decreased in online sales as a result of Covid, and slide 7 highlights reasons why.	
10 mins	What Influences a person to shop online?	<p>Slide 8</p> <p><i>Teacher Activity:</i> Create a <b>menti.com</b> question in advance of class, asking <b>What influences you to shop online?</b></p> <p><i>Student Activity:</i> Log onto menti.com, use the code given by the teacher and submit answers to the question.</p> <p>Teacher will then show all the answers on screen.</p> <p>Have discussion with the class about the influences given, and compare answers to Slide 9 (Influences).</p> <p>Slide 10 - Factors Influencing Online Shopping Behaviour of Consumers</p>	
5 mins		<p>Slide 11 - Discuss Customer Online Shopping Behaviours (Trends in 2020)</p> <p>Information on this available at:  <a href="https://www.omniconvert.com/blog/customer-online-shopping-behaviour-in-2020-trends.html">https://www.omniconvert.com/blog/customer-online-shopping-behaviour-in-2020-trends.html</a> </p>	
15 mins	Social Media Influencers	<p>Slide 12 - Watch <a href="#">video</a> on The Power of Social Media Influencers</p> <p>Slide 13 - Highlight and discuss how social media influences consumer behaviour (builds product awareness, social proof as a greater force for buying decisions, promotions, discounts and deals, and social media influencers).</p> <p>Slide 14 - <i>Student Activity</i></p>	Accompanying handout will give further details on this.

		<p><i>List 3 Social Media Influencers that you are aware of, what they promote, and how many followers they have. Students can use various platforms to research this.</i></p> <p>Slide 15 - Teacher to show examples of some social media influencers</p> <p>Slide 16 - List Influencer marketing statistics</p>	
5 mins	<p>Review of lesson</p> <p>Provide handout to students</p>	<p>Recap on main points Ask students if they have any questions and provide answers.</p> <p>Refer to Handout on Influencing Factors (students can read this in their own time after class)</p> <p>Post <a href="#">video</a> on Google Classroom on Covid-19's impact on shopping</p>	