Can’t stop Shopping



EAE Learning objectives for this lesson

Learn verbs with ING and -ed and practice them. Comprehension exercises and dialogues. Learn and practice when to use Say and Tell. Talk about uncountable nouns. E Commerce Discussions.

Activity One - ***Ask and Answer with your teacher.***



1. What do you want to stop doing?
2. What can’t you stop doing even though you have tried!
3. What do other people try to stop you doing?
4. What would you like to start doing?
5. Are you a compulsive shopper?

Activity Two - ***Can’t stop shopping!***

Thanks to all the different channels companies can use now to advertise and sell their products, we are surrounded by temptation! We can literally buy anything we want anywhere, anytime! Tell your teacher about the things you buy online and the different channels you view products on, seek inspiration and go to research a purchase. In your opinion how do these different available channels affect IKEA today and how should IKEA adapt to a chancing multi channel environment?

Activity Three - ***When to use the infinitive form of the verb (to go, to eat etc.) and when to use ING (eating, going etc.)***

It’s not always easy to know when to use the ING form and when to use the TO form.

For example, only one of the following sentences is correct:

I dislike to work late. ***I dislike working late.*** Which is wrong?

Here are some guidelines. However there are a lot of different verb + -ING combinations and the best way to learn them is to practice.

We Use **the infinitive.**..



after adjectives, for example:
disappointed, glad, happy, pleased, relieved, sad, surprised
This includes "too + adjective" and "adjective + enough".

Examples:

- I was happy to help them.
- She will be delighted to see you.
- The water was too cold to swim in.
- Is your coffee too hot to drink?
- He was strong enough to lift it.
- She is rich enough to buy two.

after certain verbs, for example:
forget, help, learn, teach, train, choose, expect, hope, need, offer, want, would like
agree, encourage, pretend, promise, allow, can/can't afford, decide, manage, mean, refuse

Examples:

- I forgot to close the window.
- Mary needs to leave early.

- Why are they encouraged to learn English?

We Use **-ing...**

when the word is the subject of a clause:

- Swimming is good exercise.
- Doctors say that smoking is bad for you.

after a preposition:

Examples:

- I look forward to meeting you.

Examples:

- I dislike getting up early.
- We can't afford to take a long holiday.
- They left without saying goodbye.

after certain verbs:

avoid, dislike, enjoy, finish, give up, mind/not mind, practise

Look at these example sentences:

- Would you mind opening the window?

Some verbs can be followed by the **infinitive or -ing form** without a change in meaning:

begin, continue, hate, intend, like, love, prefer, propose, start

It started to rain / It started raining

I like to play tennis / I like playing tennis

(Source English Club) For more practice - https://www.englishclub.com/grammar/verbs-m_infinitive-ing_quiz.htm

Activity Four - **Stop me if I'm wrong.**

Here are some sentences with gaps in them. Let's go round the room trying to fill the gaps. If someone says something you think is wrong then say 'stop' and give the correct answer. (There can be two words - to+the verb or one word - verb in infinitive, in the gap. You can use any words you want as long as the sentence is correct.



1. I detest …… television.
2. I love……..shopping.
3. If you continue……shout then I will leave.
4. When it……I ran to get my umbrella.
5. I feel like…… a cup of tea
6. He suddenly started……., he was very angry.
7. I started……English two years ago.
8. I can't imagine…… in another country.
9. I can't avoid……about it.
10. I'm afraid of……..
11. I remember……..him.
12. I want ……..……now because i'm bored.
13. You really have……. forget about that now because you need ……. move on.
14. I always …… to buy the higher quality products. I make that choice because I want good value for money.
15. If you …… these terms then we can sign the contract.

(**Image Pablo Stanley)**

Activity Five - Comprehensions activity. QUEEN - Don't Stop me now!
Listen to the song and answer the questions.



1. What is he going to do tonight?
2. How does he feel?
3. What does he compare himself to?
4. Why do they call him Mister Fahrenheit?
5. What should you do if you want to have a good time?

Now let's sing along!!!!

Activity Six - **Simon Says** stop doing that… Game.

Let's play… Simon says start tapping your pen on your desk, start singing, start humming etc.. and then he says stop.. but if Simon doesn't say anything and you do it, then you have lost!

Activity Seven - **Say or Tell.** You will notice that we say Simon **SAYS** not Simon **TELLS**. But it's confusing because both verbs mean the same thing (to communicate verbally with someone) so it's not easy to know which to use.. The simple way to think of say and tell is: ***Tell is followed by a personal object (the person we are speaking to) and say is followed by 'to'.***



- You say something
- You say something to someone
- You tell someone something

You say something	You say something to someone	You tell someone something
John said that he was tired.	John said to Jane that he was tired	John told Jane that he was tired.
Phil says you have a new job.	Phil said to be that you have a new job	Phil tells me you have a new job.
Jane said: "I love you."	Jane said to John that she loved him	Jane told John that she loved him.

- Here are some fixed phrases which you can **only** use **TELL** with.

- **tell** (someone) **a story**
- **tell** (someone) **a lie**
- **tell** (someone) **the truth**

- **tell the future** (= to know what the future will bring)

- **tell the time** (= know how to read a clock)

Test your understanding, *Fill the gaps. Check how many correct answers you got. at the end of the activity and tick the box if you were right*

1. ……. me about the things you can't stop doing. ☑
2. He ……. to me that he couldn't stop smoking even though he tried for years! ☐
3. He ……..me a lie about stopping smoking. In fact he still smokes. ☐
4. I ……that I couldn't stop dancing whenever I heard that song! ☐
5. ……me what he was doing when you saw him in the night club? ☐
6. He……that he was doing a crazy dance in the night club. ☐
7. I……everyone that I wanted to stop drinking so much beer! ☐
8. Did you……something about a cup of tea? I can't stop drinking tea at the moment! ☐
9. Freddy …….. me that I was a good singer. ☐
10. Freddy…… to everyone else that I should stop singing! ☐

☐

Activity Eight - **Obsessive Compulsive..**

People who have **obsessive compulsive disorder** can't stop doing certain things. They think that they have to do certain things to stop something bad happening. Psychologists say that it's a way of controlling things around you. Some obsessive compulsive **behaviour** is characterised by a fear of losing something, of saying certain things, or doing something at exactly the right time, of germs or dirt or of certain sounds or music. There is a lot of **information** and **advice** available about this condition because it's a common problem. It's not a question of **intelligence** or **education** either and sometimes society makes it really hard for people with this kind of issue. ***(What have all the words in red got in common?)***

Activity Nine - Obsessive Compulsive Online Shopping…

People often joke about RETAIL THERAPY but today with all the different channels available for shopping, many people suffer from obsessive compulsive buying disorder which is a big problem which often lands them in debt. Shopping is a mood lifter and today it's easy to find inspiration on Facebook, on Twitter, on Youtube and of course on internet advertising, even when you are not particularly thinking about shopping. So for people who have a tendency to shop until they drop, the temptation is everywhere! Credit cards are readily available to buy small items of clothing or for the house and many retail outlets offer free credit cards to loyal customers. So it's easy to get money even when you don't really have it! Yes, some people just can't stop shopping! Compulsive shopping is really an addiction. It becomes compulsive when you buy things you really don't need and sometimes hoard them. 'Emotional shopping' is the act of buying something to make yourself feel better rather than because you need it. This can get out of control for some shopaholics.

Watch (or listen to) the video and answer the questions.
Compulsive Shopping - Sunnybrook Hospital

https://www.youtube.com/watch?v=Oc4VlKcy4Sw



1. What's the problem with shopping?
2. What percent of Americans are compulsive shopping?
3. How do you know when it has become compulsive?
4. What advice does the doctor give? Find as much as you can.
5. How does dopamine affect compulsive shoppers?
6. What can be done in severe cases?
7. Do you know any shopaholics?
8. What does IKEA do on its websites which could encourage obsessive shoppers?

Activity Ten - **Compulsive Online Shopping…**



E Commerce specialists use certain techniques to compel their visitors to buy. Let's find out about some of them with this extract from a specialised blog (http://www.friendbuy.com/blog/buyer-behavior-ecommerce/). Read the article before the lesson and then resume the different techniques for your teacher. Say which of the techniques are currently used by IKEA and which you think they should use in the future.



Buyer Behaviour- E commerce Techniques

1/ Offer fewer choices:

Columbia business professor Sheena Iyengar set up a demo at a grocery store selling 24 different kinds of jam on one day and six the next, handing $1 off coupons to everyone who tasted a sample. Unsurprisingly, 60% of shoppers were drawn to the large display, while only 40% were drawn to the smaller one. However, 30% of shoppers who approached the small display later bought jam, while only 3% of those who approached the large display made a jam purchase. That's a 600% increase in conversions. Just from offering potential customers fewer choices!This was a landmark study of the "paradox of choice": when we provide people with fewer choices, we can actually reduce anxiety, increase sales and inspire greater happiness after a decision is made.

2. Social Proof

Everyone's heard of social proof, of course. It's covered everywhere in e commerce marketing – It takes forms such as :

- Testimonials
- Video testimonials
- Starred ratings
- Product reviews
- Tweets, likes and social shares

Amazon has built up such a review powerhouse that 30 % of e commerce shoppers go to Amazon just to research products. Social proof is one name given to a range of psychological principles that hold that people will do what they see others do more often than they'll make decisions alone.

One study tested social proof on something that is typically hard to get people to do: vote. After asking some preliminary questions about their voting habits, researchers told half of the participants that they were much more likely to vote because they were part of the more politically active party. It turns out the participants that were told they were active had a 15% higher voter turnout than the other half. This explains why customer loyalty programs work so well. When we want to be seen as part of a group, we tend to behave in a way that proves our status.

3. Sensory Perception Bias:

As e.commerce marketers, we can't spray smells through our customers' computer screens to increase sales like cosmetics departments can. Instead, we're limited to using sight and sound to make our products as attractive as possible. We encourage our visitors to zoom in on products and we show 360-degree videos of models walking around in our clothing.With image zooming and rotation videos becoming all the rage for e commerce retailers, researchers hooked up participants to MRI machines while they browsed an online retailer. The goal was to test the effects of image zooming and rotation videos on our brains.Publishing their results in September of 2014, they found that:

1 Image zooming in online apparel stores evoked more visual perception for prospects evaluating whether they should make a purchase or not.
2 Rotation videos evoked more mental imagery, pleasure, and anticipation of a reward or pay-off during the purchase decision process.

4. Variable Rewards

What would motivate you more: rewards you can anticipate or variable rewards, where you don't know how big your reward will be, or if you'll even get one at all? Harvard professor of psychology B.F. Skinner researched this with lab mice rewarding them in different ways when they would pull a lever. The mice that received different sized rewards for pulling the lever would pull it compulsively, not knowing what they would get – or if they'd get anything at all – unlike the mice that received the same reward every time.

Today, marketers are using variable rewards to create internal triggers for everything from social media platforms to mobile gaming and email apps to create a compulsive desire to check their sites. Different rewards are used to surprise visitors.

