On Impulse



EAE Learning objectives for this lesson

Practice talking about IKEA merchandising and business techniques. Comprehension activity. Learn and practice new vocabulary. Discussion practice.

Activity One - **Discuss** with your teacher. Use short structured sentences and simple words to answer. Try to prepare your answers before the lesson.



1. Are you an impulsive person?
2. Do you ever buy things on impulse?
3. If so, what kind of things?
4. Can an Ikea website support impulse buying?
5. How does Ikea support both planned and impulse buying in their stores?

Activity Two - **Impulse is a scientific phenomenon.**

Read the paragraph and answer the questions.



In physics impulse is a change in momentum. A change in momentum can occur, for example, as the result of a collision. So, when a customer is on a set trajectory, if he 'collides' with something along the way, his momentum can change, also his direction can change as a result of an impulse to interact with that thing. A customer who is heading to the bathroom section, with every intention of walking quickly, not being distracted and using every available short cut, can be slowed down by his girlfriend who wants to look at the tea candles. This can create friction! A customer who wants to get to the front of the queue in the kitchen department can find himself slowed to a halt by his kids who have stopped to play 'let's pretend' in the room settings at the entrance to the showroom. This change in velocity can result in an outburst and a great letting off of steam! A customer who intends to buy a new sofa, carefully researched online before their store visit, can experience an impulse to buy some attractive accessories they see on their way to the sofa area. There can be a chain reaction and the yellow bag can become quite heavy. The extra weight combined with the change in momentum and direction will reduce their overall velocity. All in all, the IKEA experience is favorable for impulsive behavior.

QUESTIONS:

1. What slows families down in the store?
2. Which synonym for 'to walk towards something' is used in this text?
3. Which words show that someone gets angry?
4. What is the chain reaction in this story?
5. Why does IKEA want to encourage impulse behavior?

Activity Three - Modular Modals



Ikea Furniture is very flexible and can be used in many different ways to adapt your rooms to the style and storage you want! In English we use modal verbs when we want to change the 'mode' of our idea or concept.

Let's review them. Let's see if you regularly use them all or if you find some of them a little confusing.

The modal verbs are:

can	**may**	**shall**	**will**
could	**might**	**should**	**would**

We use modal verbs to show if we believe something is certain, probable or possible (or not). We also use modals talk about ability, asking permission making requests and offers.

1. Which of the modal verbs do you use the most?
2. Which do you find confusing?
3. Which do you think are used to talk about probability, possibility, ability, making requests etc…

Activity Four - Add On sales - gap fill.

Read the sentences about the IKEA retail concept and add the correct modal verbs in the corresponding gaps.

1. You **……** see a lot of accessories in the room settings which **……** make you want to buy things you were not planning to buy.

2. An add-on sale is an unplanned purchase which the IKEA retail set up **……** provoke.

3. IKEA **……** always be a place which inspires people with home furnishing ideas.

4. Sometimes I go shopping to IKEA and spend more than I **……** because I see small tempting items and don't realize how much I'm putting into the yellow bag!

5. I **……** like to get round IKEA without buying napkins and tea candles, but it's impossible!

6. I **……** be able to find some storage boxes for you at IKEA. They have all sorts of bits and bobs. **……** I pick some up for you?

7. **……** you like some plastic flowers to brighten up the living room? Look those are nice, I think we **……** get some in the market hall.

8. There's a long queue at the cash till. **……** you take the kids to the bistrot and get them a hot dog please?



Activity Five - Feeling Spontaneous

Watch the video (at home before the lesson preferably) - this guy is feeling spontaneous! -try to list as many products as you can identify. Which are used as 'add ons' in these room settings?
https://www.youtube.com/watch?v=haxd9ncak00
The Ikea Song

Activity Six - IKEA CREATES A NEED.

Read the article about one customers experience with IKEA and answer the questions.

"It's one thing to make an IKEA run to buy a carefully budgeted sofa or bookshelf. But there are so many colorful nick knacks along the way, it's pretty difficult to resist impulse buys.



IKEA is really, really good at creating a need.

An exchange between my husband and me might go something like this:

Brooke: WOW! Look at this cute, mesh clothes hamper! And it's only $1.50!
Brooke's husband: Do we need a hamper?
Brooke: Well, not really … but this one folds down flat! We can always use th

And, alas, our house now has an extra hamper.

It's hard to stick to a list at IKEA, because it's not really that kind of place. I have got some good use out of some of the "extras" I've picked up along the way at IKEA, such as dish towels, a plastic bag caddy, washcloths, planters, wrapping paper and travel alarm clocks.

So, what are the best bargains at IKEA? I've done an informal poll, and here's what I found:

1) Household and kitchen items. Many IKEA fanatics rave about the dish towels, washcloths, food storage, light bulbs, glass wear, non-stick cookware, candles and wrapping paper. A 10-pack of my favorite baby washcloths is $3.99. Tea lights are $3.99 for 100. You get the idea.

2) Household accessories: Picture frames are hugely popular at IKEA. Also, planters, rugs, vases, mirrors, and framed prints. I absolutely love my big IKEA Kandinsky print. It is nicely framed and was less than $40. Again, this is not art I'll pass down to my children, but the bright colors make me happy.

3) Children's items. IKEA has increased its children's range to include high chairs, rugs, quilts, cribs, toys — you name it. I can't speak to the children's furniture, but I've heard from a couple of people who are happy with it. They do have some darling children's accessories, like a giant nylon tent and tunnel ($9.99 each) my kids played with for years, and a space-themed mobile that transfixed both of my kids ($4.99)."

Source - http://denver.cbslocal.com/2011/08/23/the-art-of-ikea-shopping/



QUESTIONS:

1. Do you agree with Brooke's assessment of best bargains at IKEA?
2. How does IKEA 'create a need'?
3. Do you think that Brooke's discussion with her husband is fairly typical?

Activity Seven - Do you agree?
Using some of these expressions give your opinion about the extract below from the Guardian article. https://www.theguardian.com/science/blog/2011/jan/31/shop-design-layout-impulse-purchasing

Read the quotation from Alan Penn, professor of architecture at UCLA.

"When you reach the marketplace not only are you desperate to shop, you also have an inexplicable urge to buy a set of candlesticks (after all, they looked so nice on that table in the living room scene). Penn says Ikea's confusing layout is designed to disorientate and distract – it forces shoppers to submit to following an arduous path full of subliminal messages and well-placed, unfeasibly cheap products. "I have little doubt that the design to take shoppers past every room setting in the showroom, before they are taken downstairs and led past every product in the 'marketplace' is completely intentional. The sinuous route that results is disorienting and confusing, and leads shoppers to put items in their trolly when they first see them because they cannot be certain that they would find them again."

Agreeing
Absolutely
Exactly
I couldn't agree more
That's a good point.



Disagreeing
I don't agree.
I totally disagree!
Absolutely not!
That's not right!
I'm not sure about that.

Partly agreeing
I agree up to a point, but ...
I see their point, but ...
That's partly true, but ...
I'm not so sure about that.

Activity Eight - **What do you think makes people buy on impulse?**

Which of the following make people buy on impulse?

Put these in order of importance and add any other elements which you think contribute to impulse buying:

- ☐ Matching accessories which go well with something you have come to buy.
- ☐ A special offer.
- ☐ Innovative design and attractive colors placed in baskets at the top of an aisle.
- ☐ Something marked as 'new'.
- ☐ Something well laid out in a really good looking room-setting.
- ☐ Items which have been shown in TV advertising.
- ☐ …….
- ☐ ……
- ☐ ……



