

Lesson 4 Are You Money Smart?

의사소통 기능

● 물건 사기 1

I'm looking for a gift for my friend.

● 물건 사기 2

Can you show me something else?

● 물건 사기 3

I'll take it.

언어 형식

There are marketing strategies **which** influence your decisions.

If a product becomes hot, people naturally want to have it.

Watch and Talk A

1.

W: Can I help you?

B: Yes. I'm looking for a souvenir for my friend.

W: How about this key ring? It's only 5,000 won.

B: Perfect. I'll take it.

2.

B: Hi, I'm looking for a gift for my younger sister.

She's twelve.

W: How about this small bag?

B: Well, can you show me something else?

W: How about these hairpins, then?

B: Oh, they're so pretty! I'll take two of them.

3.

B: I'm looking for traditional Korean cookies.

W: Oh, we have many different kinds. Here, try one of these.

B: It's sweet and delicious. How much are they?

W: We're having a sale, so this box is 8,000 won.

B: OK, I'll take it.

4.

B: Hi. I'm looking for a phone case.

W: We have a few different colors here. How do you like this case?

B: I don't really like blue. Can you show me something else?

W: Then, how about this yellow case?

B: Oh, that will do. I'll take it.

Watch and Talk C

M: Hi, can I help you?

G: Yes. I'm looking for a traditional Korean souvenir.

It's for my dad.

M: How about this fan? It is really popular.

G: Hmm . . . can you show me something else?

M: How about this hat, then? This is a gat, a

traditional Korean hat for men.

G: Oh, it's unique. I love it. How much is it?

M: It's 30,000 won.

G: That's a little expensive.

M: We can give you a discount if you buy two. It'll

be 25,000 won each.

G: That's perfect! I'll get two hats, then.

Review

1.

B: Hi. I'm looking for a gift for my sister.

W: How about these hairpins?

B: Well, they are not her style. Can you show me something else?

W: How about this water bottle, then?

B: That looks good! I'll take it.

2.

M: Can I help you?

G: Yes. I'm looking for a souvenir for my grandmother.

M: How about these cookies? This box is 10,000 won.

G: Good! I'll take two.

4과 Reading

Be a Smart Shopper

Do you think you are a smart shopper? Well, you may think you are, but hold on! There are various marketing strategies which influence your decisions. Learning about them will make you a smarter shopper.

Hunger Marketing

Junho: What? The sale ends in two hours? If I don't buy the sneakers now, I will have to buy them at a higher price.

Stop, Junho! You're buying the sneakers just because you don't want to miss the sale. You're falling for a hunger marketing strategy.

If people can buy a product only for a limited time, they often feel "hungry" for it and want to buy it.

About missing the sale, don't worry, Junho. You'll soon see a similar sale again.

Viral Marketing

Yuna: That's the hottest dress on social media now. Lots of people are wearing it. I have to get that dress, too!

Wait, Yuna! You only want the dress because you saw it again and again on social media. It isn't just you. There are a lot of people who fall for a viral marketing strategy. Why?

Information about a product can spread quickly and widely on the Internet, just like a "virus." If a product becomes hot on social media, people naturally want to have it. Yuna, just remember that a popular product isn't always right for you.

Anchoring Effect

Somi: I'm looking for a lipstick for my mom.

Woman: How about this?

Somi: Expensive! I thought I could buy a lipstick for 30 dollars.

Woman: This is also popular.

Somi: That's better!

Hold on, Somi! Your budget is 30 dollars, but you are buying a 40-dollar lipstick. The 40-dollar lipstick sounds cheap only because the salesperson showed you a 50-dollar lipstick first. This is an example of the anchoring effect.

Usually, the first piece of information becomes an "anchor" and influences the shopper's decision. In your case, the 50-dollar lipstick was the anchor.

Somi, don't just rely on the first piece of information that is given to you.