

# Your Guide to a Happy Grocery Shopping Experience:

## *The Bachelor Edition*



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## *Imagine....*

You are hosting a party for the season finale of *The Bachelor*. You have a single rose placed on your kitchen table and a few (*or five*) bottles of wine. But wait....you realize you do not have nearly enough food to get through this epic two hour finale. You are missing three key items on the food pyramid.

1. Grapes
2. Mandarin oranges
3. Chips



It is exactly 5:42 PM and your guests aren't supposed to be here until 6:30 PM. In order to be fully prepared to watch what may be the biggest reality TV show reveal....ever, you hop in your car and go to the grocery store.

*The* **BACHELOR**



You arrive at the grocery store at exactly 5:56 PM. You go to find the first item on your list, grapes, when your stomach makes a very unusual noise. Did you eat before you came? Maybe it's just indigestion. Important question is, are you shopping for your party while **hungry**?



# han·gry

*(han-gree) adj.*

a state of anger caused by lack of food; hunger causing a negative change in emotional state.

If *YES* turn to page 4

If **NO** turn to page 5

# So You are Hungry!?

The old adage “*Your eyes are bigger than your stomach*” holds true. This is not the best situation to go grocery shopping in! Here, your hunger will supercede all other rational thought, and you will end up giving it a lot more importance than it deserves.

This references the **focusing illusion**.



If hungry, you may be inclined to buy that 10 lb crate of grapes where you will be displacing that hunger on the rest of your party guests! These grapes will go to waste! Maybe opt for a smaller portion of grapes, you have five bottles of wine already. That totally counts.

Continue to Page 6

# Not Hungry? Sweet!

This is the *perfect* state to go grocery shopping for your guests in! Now you will not succumb to your short term desires and therefore *maximize your happiness*. You can be much more practical and able to focus on how much of everything you actually need! Because of this, you bought an appropriate amount of grapes to compliment your wine. Go you! **You. Are. Awesome.**



**Congratulations!** You have successfully made it through the first aisle. You now turn your attention to the canned fruit. (Hey, Mandarin oranges are pretty delicious.) You round the corner to another decision. There are three brands of mandarin oranges in front of you.

**Brand 1:**

10 oz can  
Store brand  
\$2.95



**Brand 2:**

10 oz can  
Name brand  
\$3.75

**Brand 3:**

5 oz can  
Organic, glass *fancy*  
bottle  
\$5.00

which one do you choose to be the most **thrifty** with your purchase?

**Thrift** = making the most out of what you have, may that be time, money, or goods.

If you chose brand 1, please turn to page 7

If you chose brand 2 or 3, please turn to page 8

So you chose Brand 1.....

Good job! You are quite **thrifty** with your purchases. This purchase gets you the most oranges for the least amount of money! You also weren't fooled by the name brand upcharge! Go home and enjoy your mini citrus treats.



Continue to Page 9

## You chose Brand 2:

**So Close!** Name brands often cost more money for a very similar product!

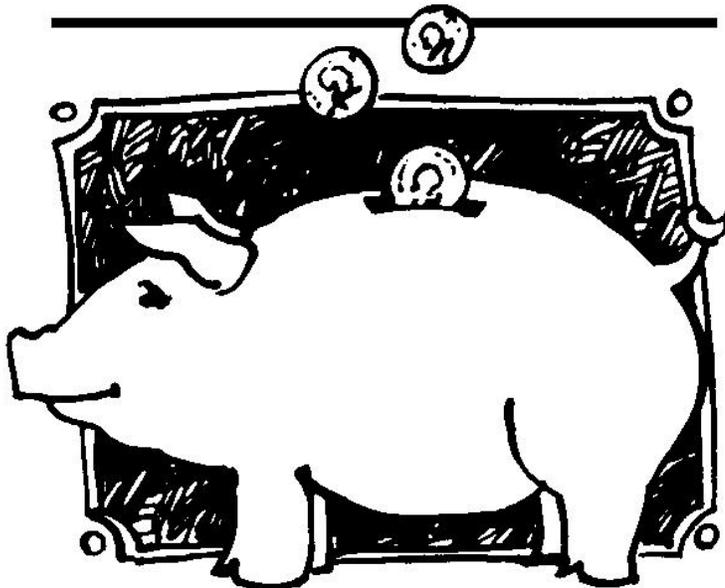
By buying brand 1, you would save some money and get the same amount of mandarin oranges.

To maximize your happiness, try being a bit more *thrifty* with your purchases and spending the least amount of money for the most amount of goods!

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# ***THRIFT!***

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# **KEEP CALM AND THRIFT ON**

## You chose Brand 3:

Maybe rethink this purchase. Although there are benefits to buying organic products, the upcharge can be extreme.

This brand also contains half the amount of tangy goodness that the others contain.

To maximize your happiness and practice being *thrifty* with your purchases, consider buying the first brand of oranges!

You are getting closer and closer to the most important Rose Ceremony of the year! There is only one more item on the list! When you reach the aisle with the chips, you are amazed by the large selection that you see! There must be at least 40 different types. Do you...



A) **Immediately** choose some and checkout

Or

B) Look through **all** of the options for a while and *eventually* pick some out.

If you chose **A**, turn to page 10

If you chose **B**, turn to page 11



You have made a smart shopping decision. *Congratulations!*

By not dwelling on this decision, you have avoided possible added stress from the **paradox of choice**. This is where having too many choices actually makes you more **stressed and unhappy**. You were able to make a timely and informed decision. You, my friend, are a champ.



You have fallen into the trap of the **Paradox of Choice!**



Even though your choices are increased, it actually makes you **less happy** because of the stress that all of the choices give you. You are not alone because this is a large consumer problem that has surfaced in today's age. Maybe try going to the store with a brand in mind, as it may **increase your happiness** next time. But at least it is only a choice of chips, the Bachelor is choosing who to spend the rest of his life with! He wins this one.

You have all of the items on your list, and you're finally ready to check out! Only a few minutes to spare before your friends arrive! The cashier says that your total comes to \$14.37 and asks how you'd like to pay. What do you choose?



If you pay with **CASH** turn to page 13

If you pay with your **CREDIT CARD** turn to page 14

You've chosen to pay with **CASH**.



**Great!** By paying for your food now, you are able to separate the pain of paying from the pleasure of consuming your food. To increase your happiness, you should *pay now and consume later*. If you had chosen to pay with credit, you likely would have consumed the food before having to actually pay, making the pain of paying later even worse.

Continue to Page 15

You've chosen to pay with **CREDIT**.



Next time, consider paying with cash. Paying with a credit card allows you to consume now and pay later, which will make the pain of paying even worse. To increase your happiness, you should do just the opposite - **pay now and consume later**.

Just as you check your watch and realize you're suddenly running late, the cashier asks you if you would like to round up your total to \$15.00, donating \$0.63 to a local Madison charity, **Wisconsinities Against California Cheese.** (Better known as the **WACC**) You check your watch again and quickly respond. *What do you say?*

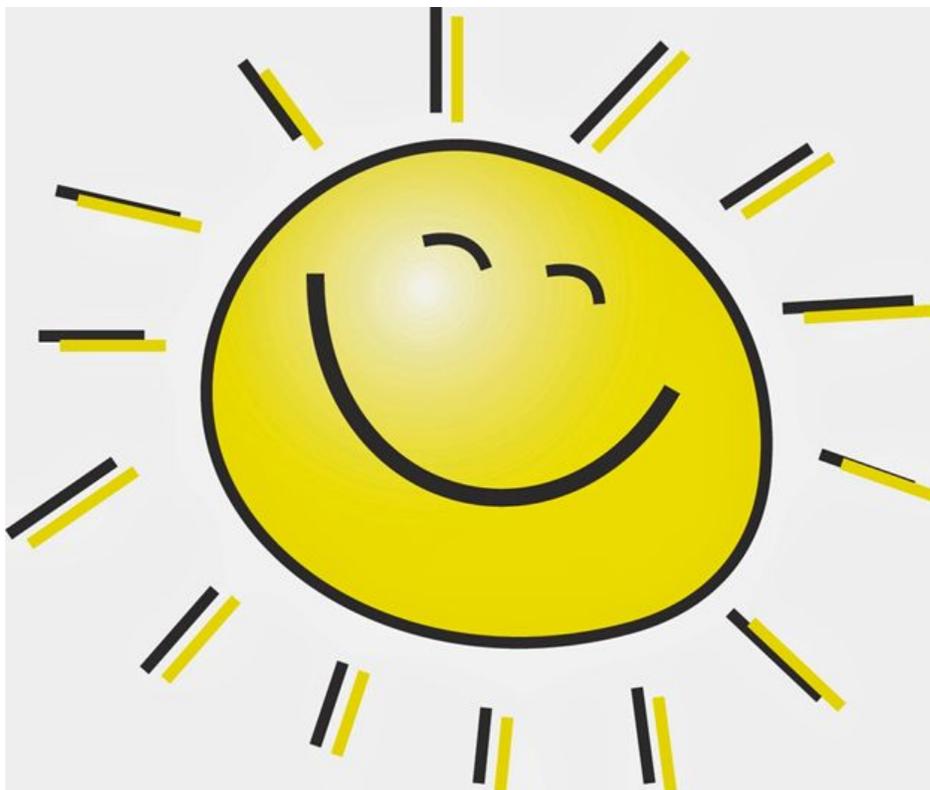


If you respond "**Sure, I'd love to!**" turn to page 16

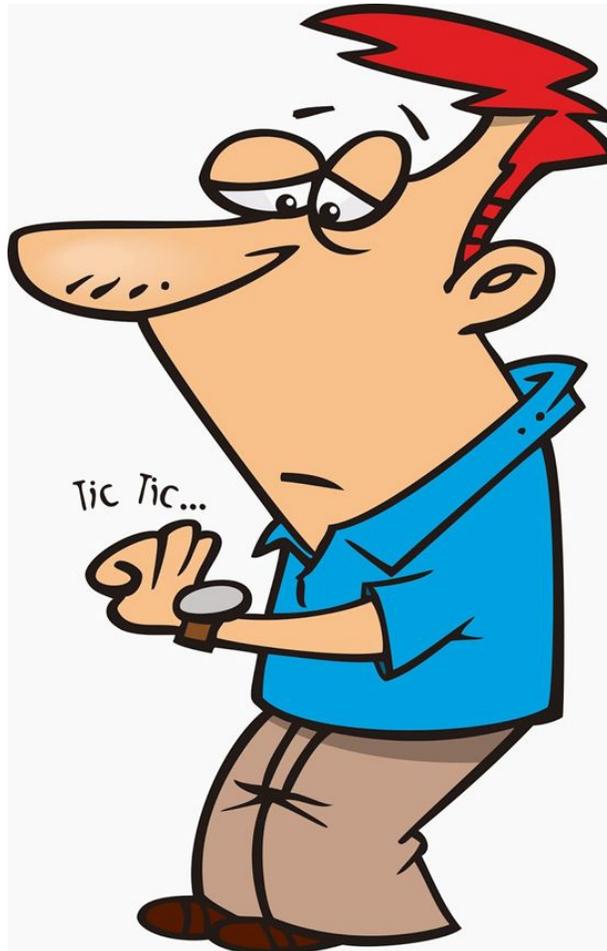
If you respond "**No thanks, not today.**" turn to page 17

“Sure, I’d love to donate!”

That’s a great answer. By spending even a little of your money on others (or local cheese preferences), you’re engaging in **prosocial spending**, which has been shown to *increase happiness*. You’ve helped out your community and most likely feel good about doing so! Now get home to that party!



“No thank you, not today.”



Perhaps in your rush to get home for the party (or really enjoy *California Cheese*), so you skipped donating and hurried out the door. Next time, consider donating your extra change. Even a small amount of money spent on others, known as **prosocial spending**, has been shown to increase happiness. Now, it's time to get home to that party!

You pull into your driveway at 6:25 PM, a whole five minutes to spare! Not only are you fully prepared for the drama filled hours ahead, you should be even *happier* than when you left.

You learned how to:

1. **Focus** on your shopping goals
2. Be *thrifty* with your purchases
3. Avoid becoming **overwhelmed** with decisions
4. Make good **financial** choices
5. Enjoy the benefits of *spending on others*

who knew you could learn all of that from three delicious snack foods!?

Hopefully you continue to consume smartly and thereby increase your happiness long after the final rose!

