Ep 1: Shrinkflation

Bell Ringer Questions

Instructions

After watching the BUATB Ep. 1: Shrinkflation video, answer the following questions individually, in a group, or as a class. Be prepared to discuss after.

Questions

1) Since businesses need to maintain an appropriate profit margin, is it fair for companies to take advantage of consumers’ lack of attention to detail to compensate for their rising costs?

2) Should businesses be required to tell customers that the size/amount of the product has been recently reduced?

3) Should consumers be savvier about looking at the price and quantity of a product and taking the time to compare products to get the best deal?