

Lesson Exemplar for PE and Health

Quarter 4

Lesson

1

Lesson Exemplar for PE and Health 8
Quarter 4: Lesson 1 Week 1
SY 2025-2026

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PE and Health /QUARTER 4/ GRADE 8

I. CURRICULUM CONTENT, STANDARDS, AND LESSON COMPETENCIES	
A. Content Standards	The learners demonstrate understanding of consumer health, information, products, services, quackery, and dances in promoting societal wellness for active and healthy living.
B. Performance Standards	The learners participate in dances in promoting societal wellness for active and healthy living.
C. Learning Competencies and Objectives	<i>Learning Competency</i> <i>1. Discuss ways to be an informed consumer.</i>
D. Content	Factors that Influence Consumer Behavior <ul style="list-style-type: none">• Personal, Psychological, Economic, Social, and Cultural Factors• Ways to Be an Informed Consumer
E. Integration	Social Studies and Economics: Discuss cultural and social influences on consumer choices.

II. LEARNING RESOURCES
Charter Capital. (2021). 10 Tips To Become a More Informed Customer. Retrieved from https://charteraz.com/2021/08/06/tips-to-becoming-a-more-informed-customers/ Factors Influencing Buyers Behavior While Purchasing. (2014). Retrieved from https://www.shanlaxjournals.in/pdf/COM/V4N3/COM_V4_N3_020.pdf Factors Influencing Consumer Behavior. (2014). Retrieved from http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf Factors Influencing Consumer Buying Behavior. (2022). Retrieved from https://ijisrt.com/assets/upload/files/IJISRT22NOV295.pdf iEduNote. (n.d.). Factors influencing consumer behavior. Retrieved from https://www.iedunote.com/factors-influencing-consumer-behavior

III. TEACHING AND LEARNING PROCEDURE	NOTES TO TEACHERS
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<p>A. Activating Prior Knowledge</p>	<p>Week 1: Day 1</p> <p>1. Short Review</p> <p>Activity 1: “Word Scramble”</p> <p>Materials: Pen and paper</p> <p>Instruction: Rearrange the letters in each scrambled word to form a real word.</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 30%;"> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> </div> <div style="width: 65%;"> <ol style="list-style-type: none"> 1. UASCNTEBS ESABU 2. EBLIWLENG 3. EOVNPIERN 4. LAPSYCIH ACIVITYT 5. ONNTNTVEEIIR </div> </div>	<p>Answer keys: Activity 1</p> <ol style="list-style-type: none"> 1. SUBSTANCE ABUSE 2. WELL-BEING 3. PREVENTION 4. PHYSICAL ACTIVITY 5. INTERVENTION <p>Facilitate a discussion about key points related to psychoactive substances effects to physical activity.</p>
<p>B. Establishing Lesson Purpose</p>	<p>1. Lesson Purpose</p> <p>Activity 2: “#ADD_to_Cart!”</p> <p>Instructions: Identify the exact name of online shopping application in column A. In column B, list down five (5) items that you usually want/need to purchase on the given online shopping application. Write your answer on the space provided.</p> <p><i>(See page 2 of learner’s worksheet)</i></p> <p><small>Note: All logos used in this activity sheet are trademarks of their respective owners. Logos are used for educational purposes only. Shopee logo is a trademark of Sea Group. Shein logo is a trademark of Shein Group. Lazada logo is a trademark of Lazada Group. TikTok Shop logo is a trademark of ByteDance Ltd. Foodpanda logo is a trademark of Delivery Hero SE.</small></p> <p>Unlocking Content Vocabulary</p> <p>Buying Behavior is the decision processes and acts of people involved in buying and using products.</p> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 20px;"> <div style="width: 45%;"> <p style="text-align: center; font-size: small;">A. Name of the Shop</p> <div style="display: flex; align-items: center;"> <ol style="list-style-type: none"> 1.  2.  3.  4.  5.  <div style="width: 150px;"> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> </div> </div> </div> <div style="width: 45%;"> <p style="text-align: center; font-size: small;">B. My Add to Cart </p> <div style="border: 1px solid black; height: 200px; width: 100%; position: relative;"> <div style="position: absolute; top: 5px; left: 5px; font-size: x-small;"> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. </div> </div> </div> </div>	<p>Familiarize the students to the key concepts on the factors that influence consumer behavior.</p> <p>Accept all answers from the students in column B.</p> <p>Answer keys: Activity 2</p> <ol style="list-style-type: none"> 1. Shopee 2. Shein 3. Lazada 4. Tiktok Shop 5. Foodpanda <p>Ask your students why they want to purchase the</p>

	<p>Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend.</p> <p>Consumer buying behavior refers to the study of consumers and how they behave while deciding to buy a product or service that satisfy their needs. It is a study of the actions of consumer that drive them to buy and use certain products.</p>	<p>particular products or items they listed down.</p>
<p>C. Developing and Deepening Understanding</p>	<p>Topic: Factors that Influence Consumer Behavior SUB-TOPIC 1: Personal, Psychological, Economic, Social, and Cultural Factors</p> <p>Consumer behavior is influenced by many different factors. The following are the factors that influence consumer behavior:</p> <ul style="list-style-type: none"> • Psychological factors • Social factors • Cultural factors • Personal factors • Economic factors <p>SUB-TOPIC 2: Ways to Be an Informed Consumer</p> <p>Here are ten tips to become a more informed customer:</p> <ul style="list-style-type: none"> • Remain Compassionate • Read Website's Blog • Get in Contact • Find an Expert to Help • Verify Credibility of Source • Learn About the Whole Industry • Browse Through Social Media 	<p>Provide a powerpoint presentation.</p> <p>Use the link below for further explanation of the topic and see the provided sample image/diagram on this link:</p> <p>https://ijisrt.com/assets/upload/files/IJISRT22NOV295.pdf</p> <p>You may also use this as other references for the discussion.</p> <p>http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf</p> <p>Image link:</p>

	<ul style="list-style-type: none"> • Study Customer Reviews • Watch Videos Online • Research The Competitors <p>2. Worked Example</p> <p>Activity 3: “Scriptwrite!”</p> <p>Instruction:</p> <ol style="list-style-type: none"> 1. Ask your students to write a short skit that creatively portrays the factors influencing consumer behavior. 2. Divide the class into 5 groups. 3. Assign each group from the factors that influence consumer behavior as the them of their skit. You may draw the factor to give random theme for each group. <ul style="list-style-type: none"> • Psychological factors • Social factors • Cultural factors • Personal factors • Economic factors 4. Sample scenario (let your students think of their own scenario and showcase their creativity). <ul style="list-style-type: none"> • Psychological: Maybe an ad convinces someone to buy something they don't need. • Social: Perhaps friends pressure each other to download a new app. • Cultural: Maybe a family celebrates a holiday with a specific food or tradition. • Personal: Maybe someone chooses clothes based on their personality or hobbies. • Economic: Maybe someone has to consider their budget before making a purchase. 5. They may use humor, dialogue, and even prop. 6. Give them time to practice their skit. 	https://www.facebook.com/FDAPhilippines/photos/b-be-informed-did-you-know-that-information-is-power-and-consumers-need-to-start-e/1228270063895712/?p_aipv=0&eav=AfbTMzNmTjJ4oTojw5x5IMYHFTifSVJGp3r9zTdmfx32ZZpI6Z8v8pEI6UohZRqT3j8&rdr
D. Making Generalizations	<p>Week 1: Day 2</p> <p>1. Learners’ Takeaways:</p> <p>Activity 4: “Lights, Camera, Action!”</p>	

Materials:

- Open space for physical activity (gym, playground, classroom)
- Props (optional)


Instruction:

1. Each group will perform their skit in front of the class. After each performance, have a short discussion about the factor highlighted in the skit.

Skit Rubric:

Criteria	Excellent (4 points)	Good (3 points)	Fair (2 points)	Needs Improvement (1 point)
Content	Skit clearly portrays the assigned factor and its influence on consumer behavior.	Skit somewhat portrays the assigned factor but may lack clarity.	Skit attempts to portray the assigned factor but is unclear or inaccurate.	Skit does not portray the assigned factor.
Creativity	Skit uses a unique and engaging storyline or approach to highlight the factor.	Skit uses a storyline or approach that is somewhat creative.	Skit uses a basic storyline or approach.	Skit lacks creativity or originality.
Performance	Actors deliver lines clearly and confidently, with appropriate facial expressions and body language to enhance the message.	Actors deliver lines mostly clearly, with some effort on facial expressions and body language.	Actors deliver lines somewhat clearly, with minimal facial expressions and body language.	Actors deliver lines unclearly, lacking facial expressions and body language.
Collaboration	All group members contribute equally, demonstrate	Most group members contribute, some	Some members dominate,	Limited or no collaboration, individuals

		teamwork in performance.	teamwork evident.	limited teamwork.	perform independently.	
	Overall Impact	Skit is engaging, effectively communicates the factor's influence, and leaves a clear message.	Skit is somewhat engaging, partially communicates the factor's influence.	Skit is not very engaging, message about the factor is unclear.	Skit is not engaging and fails to communicate the factor's influence.	
2. Reflection on Learning Ask students reflection on the skit performance.						

IV. EVALUATING LEARNING: FORMATIVE ASSESSMENT AND TEACHER’S REFLECTION				NOTES TO TEACHERS	
A. Evaluating Learning	<div>Activity 6: “#Informed_Happy_Customer!”</div> <div>Materials: pen and paper</div> <div>Instruction: Write a short reflection on the statement provided in the image.</div> <div></div>			<div>Image link: https://media.licdn.com/dms/image/D4D12AQHUetAvBs9hPQ/article-cover_image-shrink_720_1280/0/1660711169041?e=2147483647&v=beta&t=JjPX6TDtZlCHBCtaaSi13gxPGG0S03FcORt6oO7GzBM</div>	
	B. Teacher’s Remarks	<div>Note observations on any of the following areas:</div>	Effective Practices	Problems Encountered	<div>The teacher may take note of some observations related to the effective practices and problems encountered after utilizing the different strategies, materials used, learner engagement and other related stuff.</div>
<div>strategies explored</div>					
<div>materials used</div>					

				Teachers may also suggest ways to improve the different activities explored/ lesson exemplar.
	learner engagement/ interaction			
	others			
C. Teacher's Reflection	<p>Reflection guide or prompt can be on:</p> <ul style="list-style-type: none"> ▪ <u>principles behind the teaching</u> What principles and beliefs informed my lesson? Why did I teach the lesson the way I did? ▪ <u>students</u> What roles did my students play in my lesson? What did my students learn? How did they learn? ▪ <u>ways forward</u> What could I have done differently? What can I explore in the next lesson? 			Teacher's reflection in every lesson conducted/ facilitated is essential and necessary to improve practice. You may also consider this as an input for the LAC/Collab sessions.