The influence of American youth (*Para.*1)

Their influence on parents’ purchasing decisions (*Para.*4—6)

Their brand loyalties

that may last well into adulthood. (*Para.*7)

Their role as new products and brands consumer (*Para.*2&3)

e.g. They spend a lot of money on clothes, CDs, stereo equipment, entertainment, and travel.

e.g. at least 30 percent of adult women are using the same brands they first chose as teenagers.

Examples of companies that make use of their influence: Apple and Kraft .

The influence of Chinese youth

Their influence on parents’ brand loyalties.

Their influence on parents’ shopping mode.

Their role as online consumers.

They persuade their parents to give up old brands and try new brands.

Parents prefer physical store shopping to online shopping but now slowly changed.

e.g. They spend a lot of money on Taobao Jingdong, Pinduoduo

**2. Identifying the Main Idea of the Second Part of the Passage (*Para.*8~9).**

**Directions**: *Write down the adolescents’ main sources of information (e.g. parents, media) for their shopping.*

Sources of information

1) For sophisticated products \_\_\_ personal sources \_\_\_\_\_\_

2) For ordinary products \_\_media\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) At the product-evaluation stage \_\_\_ price and brand name \_

4) As they get older consumer information \_friends\_\_\_\_

**Consumer Behavior of the Youth**

A huge shopping revolution is happening in China. Chinese teenagers seem to gain a lot of benefits from it, however, to elder generations, it seems not.

Teenagers are always curious about something new and eager to learn it. When Taobao appears in the china, teenagers quickly find a new and extraordinary convenient way to shopping, they becomes addicted to it .

Meanwhile, the old generations seem not get the advantages of online shopping. They still prefer go to physical store to buy things on mobile phone. In their opions , a product could be told good or not only when you could see and touch it just in front of the product. There are deep doubts stay in their hearts that they wouldn’t believe in the picture on the mobile phone easily.

I admit that there are certain risks in online shopping, but it may be the same when it comes to physical store. Anyway, the benefits of online shopping is obvious. First, it’s cheaper for some kinds of products. Online shopping offers a way for sellers to reduce the cost on renting shop and so on. Second, you could easily get enormous information of a single products, which means you can make comparations and make a best decision eventually. Third, the product will be sent to your home for just several days, you do not to go out, what a nice thing!

Times changed. Gradually, the old generation follow teenagers’ steps.