

Consumers

What are consumers?



▶ Video 01



1. Find as many words and expressions as you can related to consumers.

2. What definition of the word "consumer" is given in the video?

3. Can a consumer be other than a person?

4. If you buy a product in order to sell it are you a consumer?

5. Tick the right box.

a. In a consumption society, consumers buy only what they need.

b. In a consumption society people tend to buy products they don't really need.

Word box

- consumer spending: *les dépenses des consommateurs*

- mid-priced brands: *marques à prix moyens*

- customer's loyalty cards: *cartes de fidélité*

1

TRAINING



Question

What do you know about Black Friday?

Notes

1 »Starters

Document 1

The Science of Shopping: The Way the Brain Buys

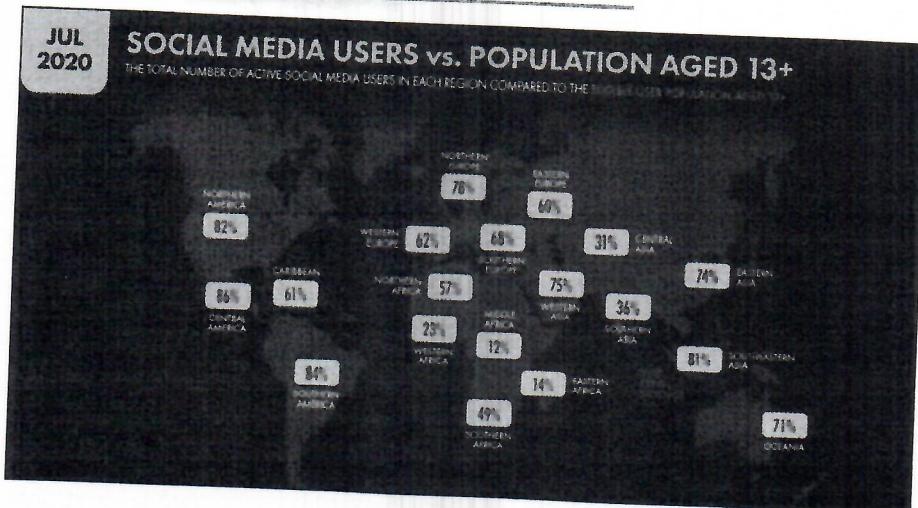
Retailers are making breakthroughs in understanding their customers' minds. Here is what they know about you.

Shoppers already know that everyday items, like milk, are invariably placed towards the back of a store to provide more opportunity to tempt customers. This is why pharmacies are generally at the rear, even in convenience stores. But supermarkets know shoppers know this, so they use other tricks, like placing popular items halfway along a section so that people have to walk all along the aisle looking for them. The idea is to boost "dwell time": the length of time people spend in a store.

■ Adapted from *The Economist*, December, 2008.

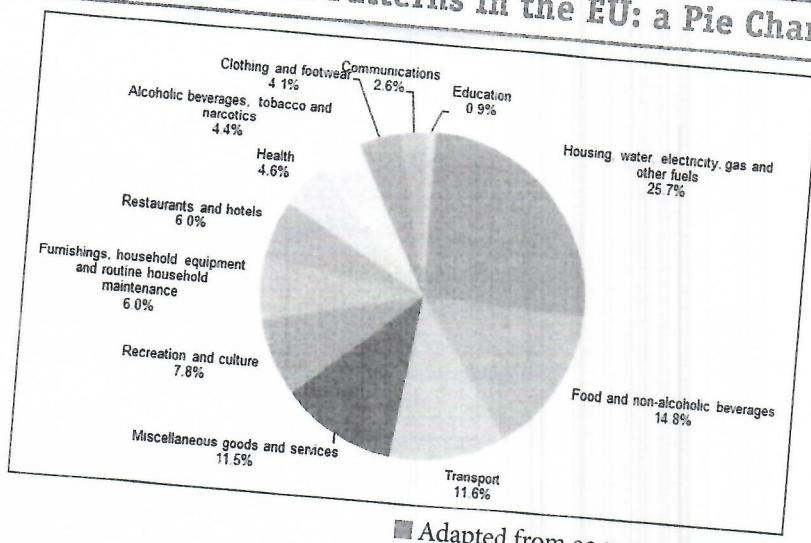
Document 2

Social media users in the world



1. What is this graph about?
2. Make a list of the social media you know.
3. What categories of consumers are studied?
4. What countries have the highest percentage of social media users?
5. What countries have the lowest rate of social media users?

1. Identify the document.
2. How do supermarkets appeal to customers? Make a list of the strategies they use.

Document 3**Consumption Patterns in the EU: a Pie Chart**

■ Adapted from ec.europa.eu., 2017.

1. Identify the document.
2. Why is it called a pie chart? What is the equivalent in French?
3. What do Europeans spend more money on?
4. How much in percentage do they spend on clothing?
5. On transport?
6. What percentage of their spending goes to education and health?
7. How can you explain this?

Document 4**A Shift in Shopping Habits**

1. Identify the document.
2. Explain how the shopping experience has changed.



Understanding customers' behaviour

 Audio 02

In every store, regardless of its layout, there is the traditional main aisle. It is usually located in a way that provides a panoramic sight of the key categories and is located in the central area of the store. The main aisle, wide and spacious, improves the experience of the shoppers journey, making sure the search for their favourite products is not only easier but it also allows their shopping cart to move freely throughout the aisle. Therefore, it is imperative to understand the customers behaviour in the main aisle to generate an increase in sales. Understanding the customer behaviour with precision has become a basic need, as a large share of the in-store promotions is located within a few meters in the main aisle. This is possible today thanks to highly sophisticated programs such as Shoppermotion which enables store managers to analyse their customers' behaviour in real time. Consequently, they can improve and optimize their product placement and store layout.

It is highly probable that during the shopper journey, the customers will enter the main aisle directly from the store entrance. Then, having arrived there, they will unconsciously begin to purchase thanks to the in-store marketing

promotions attracting their attention. Generally, retailers invest a considerable amount of time designing in-store strategies in order to measure every movement and purchase that happens within this particular zone. Shoppermotion allows to review the customer flow on a daily basis, which provides retailers and manufacturers meaningful information to measure the buying rate of the end caps and evaluate the performance of the promotional campaigns.

It is also true that when people go into most supermarkets, they generally know what they're going to find. In spite of modern shopper tracking technology, items rarely change, and most shoppers have a set shopping list that doesn't change a lot from week to week. But at two of the UK's biggest supermarkets, Tesco and Sainsbury, an entire section of the shop changes completely on a weekly basis. Likewise, both Aldi and Lidl, the biggest German hard discounters, have centre aisles full of miscellaneous products to buy. One week, these aisles could be filled with camping equipment, while the following week it could be paint and rollers.

■ Adapted from *shoppermotion.com*, 2020.



A step-by-step approach

1 Lexical work

a. Find the meaning of the following words in the dictionary.

Layout • aisle • item • purchase • miscellaneous • filled.

b. Find the lexical equivalents in the text:

Allée principale • améliorer • chariot • comportement • ventes • besoin • promotion sur le point de vente • commerçant • investir • taux • tête de gondole.

2 Read the whole text**a. Comment on the title.****b. Who needs to understand customers' behaviour?****3 Check the facts****Tick the right answer.**

- a. The article is about the strategy used by store managers to understand their customers' behaviour in order to increase their sales.
- b. The article is about a new customer surveillance program to prevent shoplifting.
- c. The article is about the German hard discounters Aldi and Lidl's strategy.

4 Train for exam**Find the key ideas in each of the three paragraphs.**

§1

§2

§3

5 Topic debrief**Use your answers above to write a short account of the article (50 to 100 words).**

Futur en ***will*** → page 184 / Subordonnées relatives → page 200
 Auxiliaire modal ***can/could*** → page 174

Translate into French.

1. Customers **will enter** the main aisle directly from the store entrance.
2. Programs such as Shoppermotion **which** enables store managers to analyse their customers' behaviour.
3. Thanks to in store promotions **attracting** their attention.
4. One week, these aisles **could be filled** with camping equipment, while the following week it **could be painted** and rollers.