

UNIT 4

Consumer trends

▼ AGENDA

- ▶ Present and past trends: Present Continuous, Past Simple
- ▶ Adjectives and adverbs
- ▶ Food file. Word groups
- ▶ Ethical consumerism
- ▶ Advice and suggestions

Language focus

1

Work in pairs.

- 1 What are the opening hours of most shops in the city centre in your country? Were the opening hours different when you were younger?
- 2 What do teenagers in your country spend most of their money on? What did you use to spend your money on when you were younger?
- 3 Do elderly people in your country spend or save their money? What will you do when you are older?

2

Match the phrases in A with the definitions in B.

A

- 1 in line with
- 2 retail outlet
- 3 household expenditure
- 4 single-person household
- 5 birth rate
- 6 life expectancy
- 7 dependent child
- 8 disposable income

B

- a money spent by people in one house
- b years that someone is likely to live
- c babies born during a particular period
- d money to spend after paying taxes, etc.
- e child who needs financial support
- f house with one person living in it
- g similar to
- h shop or store

3

Read the article *Changing consumer trends in Japan*. Answer the questions.

- 1 What changes does the article identify in the spending habits of these groups?
 - office workers
 - young single women
 - business people in their 50s
 - senior citizens
- 2 What changes does the article identify in these areas?
 - shop opening hours
 - divorce rate
 - eating and drinking habits
 - proportion of elderly people
 - women in the workforce

CHANGING CONSUMER TRENDS IN JAPAN

There are big changes happening in the way people spend their money in Japan. More people are shopping round the clock, single women in their 30s are now a major market force, and senior citizens are becoming known for their spending power. Changes in population, family structure, and employment practices at the end of the last century caused these new developments. The birth rate is falling, people are living longer and marrying later – and as a result they're spending more.

24-hour shopping

Consumer spending is becoming a 24-hour business – and business is booming. For example, when one men's clothing store started opening its doors round the clock ten years ago, sales immediately increased by 20%. Nowadays, one third of its annual sales are to customers who come in between 10 p.m. and 7 a.m. – and this is in line with national figures. Many customers are office workers on their way home. More retail outlets are expanding their night-time opening hours because shoppers are often more relaxed at night and spend more money. The type of goods people buy is also changing. For example, fewer people are eating traditional food and the consumption of western-style meals is increasing. People are drinking a lot less sake and a lot more red wine. They are also drinking less whisky, but more beer.

- 4 Find three examples of trends from the 1990s. Which tense is used? Find three examples of present trends. Which tense is used?
- 5 Complete this table with information from the article.

1	Proportion of sales taken in a men's clothing store between 10 p.m. and 7 a.m. _____ %
2	Increase in telephone bills from 1995 to 2000 _____ %
3	Proportion of women aged 20 to 39 in work in 1970 _____ %
4	Proportion of women aged 20 to 39 in work now _____ %
5	Increase in divorce rate from 1980 to 2000 _____ %
6	Proportion of population aged 65+ in 1960 _____ %
7	Proportion of population aged 65+ in 2000 _____ %
8	Proportion of population aged 65+ in 2020 (estimated) _____ %

- 6 How similar are the changes and trends described in the article to changes and trends in your own country?

7 **Grammar quiz**

Match the sentences in A with the categories in B.

- A**
- I'm moving into my own apartment next week.
 - Look, he's waving at us. He probably wants to say hello.
 - The birth rate in most western countries is falling.
 - I'm cooking for myself this week because my parents have gone away.

- B**
- an activity happening at the moment of speaking
 - a temporary activity happening around now, but perhaps not at the moment of speaking
 - a future arrangement
 - a present trend

Communications technology

Uses of communications technology grew dramatically in the 1990s. There was a particularly strong growth in the sale and use of mobile phones. Telephone bills rose by nearly 10% from 1995 to 2000 even though overall household expenditure fell. A lot more people are using email and the Internet on a daily basis. Business people in their 50s, for example, are spending more on communications technology because they do not want to be left behind.

Single women as a market force

Increasing numbers of women are entering the workforce. In 1970, only 33% of women in their 20s and 30s worked. Now that figure is well over 60%. Fewer young women are getting married. The proportion of single women in their 30s is rising steadily, and they are earning and spending more money than they did ten years ago. At the same time, the divorce rate more than doubled between 1980 and 2000, so there was an increase in the number of single-person households.



'The silver market'

At the other end of the scale, senior citizens are becoming big spenders. Between 1950 and 2000, there was a dramatic fall in the birth rate, and an increase in life expectancy. These trends are continuing and there are more elderly people than ever before. In 1960, 5.7% of the population was aged 65 or more. From 1960 to 2000, there was an increase of twelve percentage points to 17.7%, and by 2020 this figure is expected to be 26.8%. With no dependent children, no education costs, and low housing costs, they have a large disposable income. For example, they are spending more and more money on domestic and overseas travel.

Present and past trends

Read the examples.

- People are drinking


a lot less <i>sake</i> .	
less whisky.	
more beer.	
a lot more red wine.	
- Fewer young women are getting married.
- Fewer people are eating traditional food.
- More retail businesses are expanding their night-time opening hours.
- A lot more people are using email and the Internet on a daily basis.
- Sales

increased	by	25%.
grew		
rose	from	200 to 250.
declined		
fell		
- There was

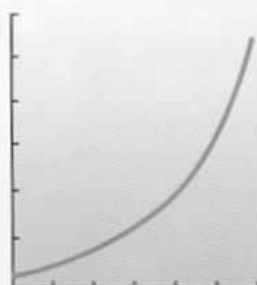
an increase	in	sales.
a growth		
a rise	of	25%.
a decline		
a fall		

Which preposition? Write *by*, *from*, *in*, *of*, or *to*.

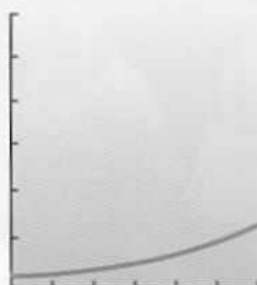
- We use _____ after a noun and before the amount.
- We use _____ after a noun and before the topic.
- We use _____ after a verb.
- We use _____ and _____ after a verb and before two amounts.

 Pocket Book p. 28

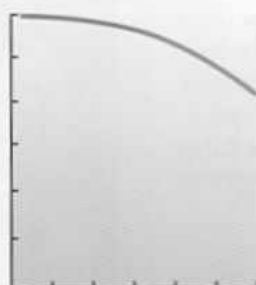
Practice 1 Describe present trends in evening entertainment activities shown in the line graphs below.



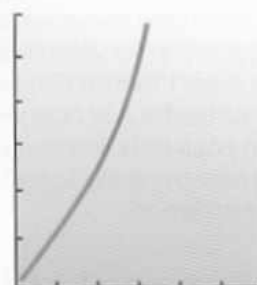
a Cinema



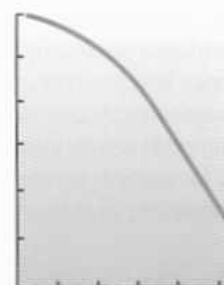
b TV/video



c Theatre



d Bars and cafés



e Reading books

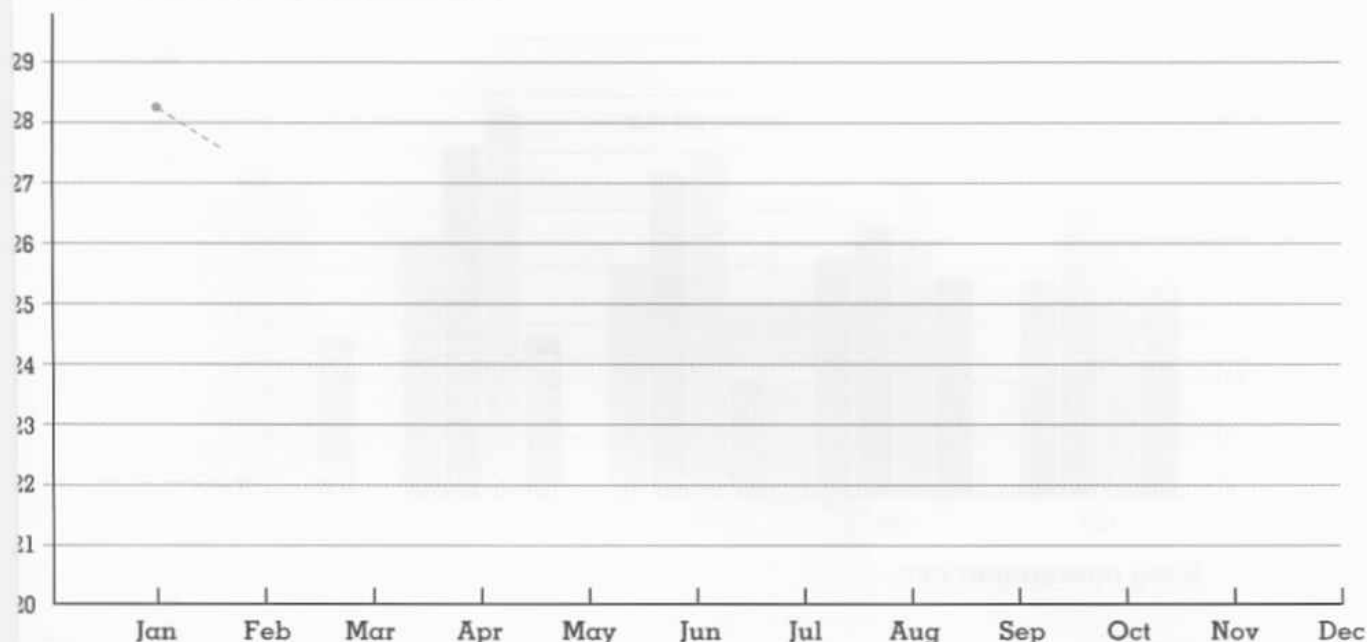
Example *People are going to the cinema a lot more.*
or *A lot more people are going to the cinema.*

2 Work in pairs. Describe the changes that are taking place in your country. Choose two from the list below. Give possible reasons for the changes.

- evening entertainment activities
- consumption of foods from other countries
- smoking
- car ownership
- types of shop in city centres
- use of mobile phones
- use of the Internet
- 24-hour shopping
- domestic holidays (compared to foreign holidays)

- 3 4.1 Listen to a description of the trends in TV viewing hours in the UK last year. As you listen draw the line graph.

Average weekly hours of TV viewing



- 4 Complete the extract from the description you heard. Use suitable verbs from the box in the correct tense.

decrease drop fall fluctuate go down/up
increase level off reach rise

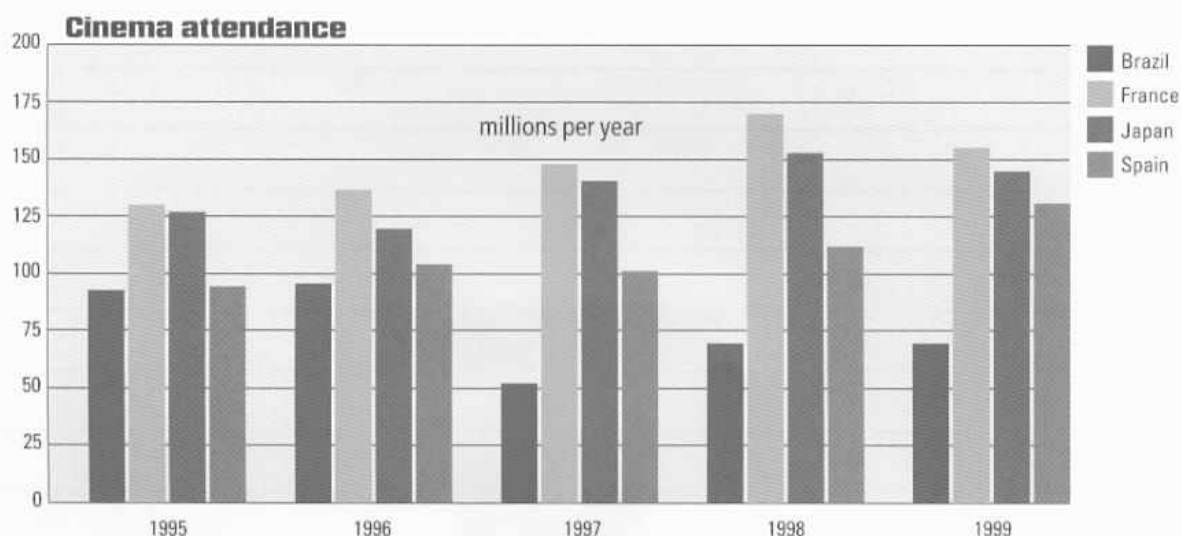
In January last year the average number of weekly viewing hours stood at 28.1. This figure _____¹ **steadily** for the next two months, reaching 27.2 in February and 25.5 in March. The number of viewing hours then _____² a little: they _____³ slightly to 26.1 in April. They then _____⁴ **dramatically** to 23.3 in May. The figure then _____⁵ **very slightly** to 23.5 in June and then more or less _____⁶ for the summer, which is traditionally the time people watch the least television. The figure _____⁷ **slightly** back to 23.3 in July and _____⁸ its lowest point in August at 23.2. Average viewing hours _____⁹ **sharply** in September to 25.3 and then _____¹⁰ **more gradually** for the rest of the year to 26.1 in October, and 27.4 in November. The figure _____¹¹ its highest point in December at 28.2 hours per week.

- 5 Listen again and check your answers.
- 6 Work in pairs. Look at the highlighted words in the extract in 4. Are they adjectives or adverbs? How do you know? What is the general rule for forming adverbs?
- 7 Write the adjectives from these adverbs. Then match the adjectives/adverbs with the type of change they show.

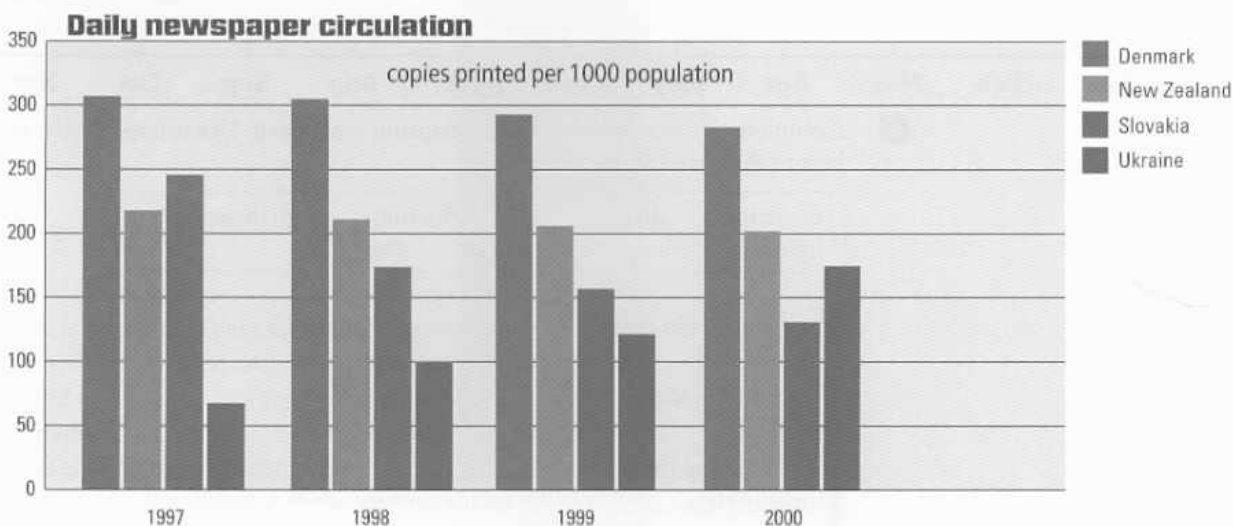
Adverbs	Adjectives	Type of change
1 dramatically	_____	a slow and regular, not sudden
2 sharply	_____	b very small
3 steadily	_____	c sudden, very large, and often surprising
4 gradually	_____	d even and regular
5 slightly	_____	e sudden and rapid

- 8 Work in pairs. Select information from one of the bar charts and prepare a presentation of past trends. Give your presentation to the class. Begin *This bar chart shows ...* or *As you can see ...*

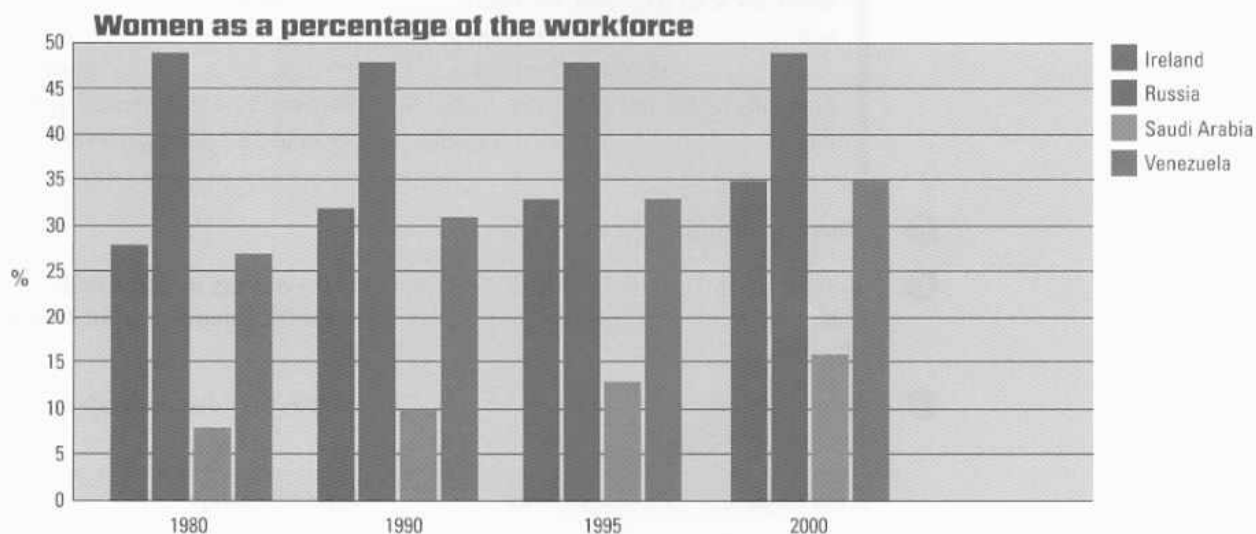
a



b



c



- 9 Work in groups. Discuss these questions with reference to the graphs above.

- 1 What were the main trends in cinema attendance, newspaper circulation, and the percentage of women in the workforce at the end of the last century?
- 2 Do you find any of the trends surprising?
- 3 How do you think they might compare with your country?
- 4 What do you think are the current trends in these three areas?

- 1 Match the names of four of the food and drink outlets at an international airport with their descriptions.

Trattoria
Milestone self-selection restaurant
Seafood island
News café

☐
☐
☐
☐

a A selection of shellfish, smoked fish, and sushi make a delicious light meal for travellers in a hurry. Meals are prepared at the bar in front of the customer and served with a glass of chilled white wine, champagne, or even sake. Look out for the seasonal promotions of oysters or octopus.

b The relaxed lounge atmosphere makes this the place-to-be for the business traveller. There are hot and cold drinks, such as ground coffee and freshly squeezed orange juice, as well as a variety of beers. Also available is a selection of snacks, pastries, and cakes. While you relax, you can make use of live news broadcasts, international newspapers, and laptop connections.

c The best of Italian and Mediterranean cuisine. Enjoy relaxed but efficient table service. There are three-course, two-course and one-course options available, depending on your time – and your appetite! Starters include stuffed mushrooms, Greek salad (marinated feta cheese, olives, and tomatoes), and a selection of *antipasti*. There are main course specialities such as poached salmon served on a bed of spaghetti; sautéed breast of chicken served with smoked bacon, grape, and mushroom sauce; or grilled sirloin steak.

d A variety of self-service international food stands. Have some deep-fried chicken or baked potatoes. Create your own salad or try the soup of the day. Enjoy a healthy breakfast of cereals, yoghurts, and fresh fruit such as apples, bananas, and grapefruit. This restaurant caters for all tastes in a fashionable setting with a magnificent view of the airport.

- 2 Find words in the texts that belong in these word groups.

- | | | |
|----------------|------------------------|--------------------|
| 1 meat | 3 fruit and vegetables | 5 dairy products |
| 2 fish/seafood | 4 drinks | 6 other food types |

- 3 Think of other words for each category. Use a dictionary if necessary.

- 4 Match the different methods of food preparation in A with the definitions in B.

A

- 1 baked
- 2 chilled
- 3 deep-fried
- 4 grilled
- 5 ground
- 6 marinated
- 7 poached
- 8 sautéed
- 9 smoked
- 10 stuffed

B

- a fried quickly in a little hot fat
- b cooked gently in a small amount of liquid
- c cooked in an oven in dry heat
- d filled with something
- e cooked in an oven by heat from above
- f cooked in oil that covers the food completely
- g given a smoky flavour from a wood fire
- h made into small pieces or powder
- i put in a mixture of oil and spices
- j made very cold (but not frozen)

- 5 1 Think of other items of food that can be prepared using each of the methods in 4.

Example *baked* *cake*

- 2 Think of other ways of preparing food to add to the list in 4. What items of food can be prepared using these methods?

Example *boiled* *egg*

- 6 Work in groups. Discuss the questions.

- 1 Is there a good selection of international restaurants in your capital city?
- 2 Are there different types of restaurant (e.g. fast-food, waiter service, self-service)?
- 3 Can you cook any dishes from other countries?
- 4 Where can you buy the best-quality food in your country: in street markets, small shops, or larger supermarkets?



- 1 Work in groups. Look at the pictures and discuss the questions.



- 1 Do you buy any products, such as clothes and food, which are made in other countries?
- 2 Do you know how they are produced?
- 3 What do you understand by the terms 'globalization', 'developed world', and 'developing world'?

- 2 Match the words and phrases in A with the definitions in B.

A

- 1 criteria
- 2 code of conduct
- 3 cosmetics
- 4 dominate
- 5 energy-efficient
- 6 ethical
- 7 exploited
- 8 growth markets
- 9 market share
- 10 organic food
- 11 sweatshop
- 12 two-way process

B

- a place where people work for low wages in poor conditions
- morally correct or acceptable
- the percentage of total sales of a product in a particular area achieved by one company
- standards or principles
- food produced naturally, without using artificial chemicals
- a process moving in two different directions
- a set of moral rules of behaviour
- treated unfairly, not receiving much in return for work
- to control or have a lot of influence
- no waste of energy
- markets showing an increase in investment
- products you use on your face or body to make yourself more attractive

- 3 4.2 Read sentences 1–8 and listen to a discussion on a radio programme. Decide if, according to the speakers, the sentences are true (T) or false (F) and tick the correct column.

	T	F
1 Consumers are increasingly using the same products.	<input type="checkbox"/>	<input type="checkbox"/>
2 People in the developing world want many of the things that they see coming from the developed world.	<input type="checkbox"/>	<input type="checkbox"/>
3 The West is not very successful at persuading people to buy its products.	<input type="checkbox"/>	<input type="checkbox"/>
4 There are very few positive and responsible forms of trade between the developed and the developing world.	<input type="checkbox"/>	<input type="checkbox"/>
5 There is a falling trend in imports from the developing world.	<input type="checkbox"/>	<input type="checkbox"/>
6 Consumers in developed countries won't accept that products have to be made by badly-paid workers.	<input type="checkbox"/>	<input type="checkbox"/>
7 Local consumers in developing countries just buy what the West tells them to buy.	<input type="checkbox"/>	<input type="checkbox"/>
8 Fewer people in the West are becoming ethical consumers.	<input type="checkbox"/>	<input type="checkbox"/>

- 4 4.2 Listen again. What information do the speakers give about

- 1 present trends in global production of cigarettes?
- 2 past trends in tobacco-related deaths in developed countries?
- 3 past trends in tobacco-related deaths in developing countries?
- 4 present trends in the Hollywood film industry?
- 5 present trends in the 'Bollywood' film industry?

- 5 Look at these statements from the discussion. Do you agree with or disagree with them? Why?
- 1 ... globalization means some consumers can get the products they really want.
 - 2 ... people enjoy their coffee more if they know it's been produced by workers who are not exploited.

- 6 Read the article *The rise of the ethical consumer*. Match headings 1–4 with paragraphs a–d.

- 1 Ethical finance
- 2 The ethical shopper
- 3 The future
- 4 Changing policies

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

The rise of the ethical consumer



CIS = Co-operative Insurance Service
EIRS = Ethical Investment Research Service

- a In the 1990s there was a big increase in 'ethical awareness' among shoppers. By 2002, shoppers in the UK for example spent £1.77 billion on organic food products, and £1.47 billion on 'green' household products such as environmentally-friendly cleaning products and energy-efficient appliances. A further £187 million was spent on cosmetics not tested on animals, while £107 million went on responsible tourism.
- b Manufacturers and shops had to learn the lesson that ethical shopping was here to stay. In fact many realized that it was an opportunity for promotion and advertising. Seven of the largest supermarket chains in the UK adopted a 'code of conduct' to establish ethical policies. Manufacturers of sports shoes, such as Nike, now also have codes of conduct, particularly with regard to labour conditions. In carpet manufacturing, where child labour was a big issue, there was a successful campaign in India and Europe to introduce a 'child-friendly' labelling scheme called 'Rugmark'.
- c Now the trend is moving beyond the shop and the factory into the finance and investment sector. Ordinary investors are demanding to know where their money is going, and successful investment companies are opening up decision-making to their investors. The CIS*, for example, recently invited all its members to vote on the most important ethical issues, and then invested accordingly. Turnover and profits for the CIS increased dramatically.
- d The popularity of ethical investment is not slowing down. Figures from the research firm, EIRS*, reveal that in 2003 over £4 billion was invested in funds with some sort of ethical criteria, and that there is a rate of growth of 34% per annum at a time when the general market is falling. The growth of ethical investment is increasingly becoming consumer-led. It seems that for shoppers, manufacturers, and investors alike, the future is definitely cleaner and greener.

- 7 Read the article again. What do the following figures relate to?

- | | |
|-----------------|-------------------|
| 1 £1.77 billion | 4 £107 million |
| 2 £1.47 billion | 5 Over £4 billion |
| 3 £187 million | 6 34% per annum |

- 8 Work in groups.

- 1 Are the trends identified in the article the same in your country?
- 2 How practical do you think it is to be an 'ethical consumer'?
- 3 Do you know any companies in your country which have a 'code of conduct' to establish ethical policies?

- 1 María Ferrando, a friend of Eric Carlin, has agreed to act as a consultant for NMP's programme on Spain. Read the extract from her book, *A Taste of Spain*. Why does she say 'tapas are more than food'? What other examples of the connection between food or drink and national customs can you think of?

TAPAS

Tapas (small portions of food served in bars) are said to have originated in Andalucía in Southern Spain, where it was the custom in the 19th century to serve customers with a glass of wine or sherry covered by a lid (*tapa*) on which there was a free slice of ham. Today, you

can find an enormous variety of *tapas* in Spain: ham, sausage, squid, prawns, meatballs, salt-cod, and fried fish, to name just a few. But *tapas* are more than food, they're a way of life. In Spain you can spend a whole evening on a *tapeo*, going from one *tapas* bar to the next, sampling the variety on offer in each one.



- 2 4.3 Listen to the first part of María's conversation with Rosa and Eric.
- Which three regions of Spain does María suggest for the programme?
 - What does she say about Basque cooking?
 - What is San Sebastián famous for?
- 3 4.3 Listen again. Write the phrases María, Rosa, and Eric use to ask for and give advice and suggestions under the correct headings below.

Asking for advice and suggestions

Giving advice and suggestions

My advice would be to ...

Accepting ideas

Yes, that sounds like a good idea!

Rejecting ideas

- 4 What other phrases can you use to reject advice or suggestions politely? Compare your phrases with those on p. 17 of the Pocket Book.
- 5 4.4 Listen to the second part of the conversation between María, Rosa, and Eric.
- How does María describe the cuisine of Catalonia?
 - Why does she suggest Rosa and Eric go to the Penedés region of Catalonia?
 - Why does María suggest they go to Valencia?
- 6 4.4 Listen again. Write other phrases the speakers use for advice and suggestions under the correct headings in 3. Two phrases for giving advice and suggestions are tentative. Write T next to the tentative expressions.
- 7 Work in pairs. Match the phrases in A with a suitable ending in B.

A

- My advice would be ...
- If I were you ...
- How about ...
- Have you thought ...
- Why don't ...
- I think you should ...
- I would suggest ...

B

- filming the preparation of *paella*?
- to include a visit to some *cava* vineyards.
- explain what *tapas* are.
- I'd describe how sherry is made.
- (that) you include the Basque country.
- of including some Spanish recipes?
- you interview some Spanish chefs?



Pronunciation

- 1 4.5 Listen to the pronunciation of the following pairs of words. Repeat each pair.

/ʃ/ /tʃ/

1 sherry cherry

2 shoes choose

3 dish ditch

- 2 4.6 Listen to the sentences. Tick the sentence you hear, a or b.

1 a Would you like a sherry? 4 a Did you say they were sheep?
b Would you like a cherry? b Did you say they were cheap?

2 a Excuse me. This is my share. 5 a Shall I wash it?
b Excuse me. This is my chair. b Shall I watch it?

3 a I can't see any ships. 6 a Do you want me to cash it?
b I can't see any chips. b Do you want me to catch it?

- 3 4.7 Listen to the pairs of sentences in 2 again. Repeat each sentence.

- 4 4.8 Listen and repeat the words below.

1 chess	3 rich	5 merchant	7 ditch	9 chops
2 shelf	4 shells	6 dish	8 shops	10 Czech

- 8 Work in groups. Read the letter from NMP. Choose one of the NMP projects and brainstorm ideas for the programmes. Then present your ideas to the class.

NMP

Dear Sir or Madam

We are doing some market research for the three NMP projects outlined below and would very much like to hear your ideas and suggestions. We would be grateful if you could tell us what information and topics you think we should include in the programmes, and give us any other ideas you may have. All the programmes are designed for international audiences.

New project proposals

- 1 A series of ten fifteen-minute television programmes called *Improve your English*, for intermediate level adult learners.
- 2 Five thirty-minute television programmes about Britain, sponsored by *Visit Britain*, designed to promote tourism.
- 3 A series of six thirty-minute programmes for international companies called *Doing business in other cultures*, each programme about a different country.

In appreciation of your help, we would be happy to send you a copy of one of the NMP video programmes listed in the enclosed brochure. Please tell us which you would like to receive.

Yours faithfully

Rosa Lanson

NMP Project Director