

# Consumer behaviour

VOCABULARY

LEVEL  
Intermediate

NUMBER  
EN\_BE\_2515V

LANGUAGE  
English





## Goals

- Can understand and use simple vocabulary relating to consumer behaviour.
- Can construct short sentences with phrases relating to why we buy the way we do.







## Preview and warm-up

In this lesson you are going to learn **new vocabulary** to talk about **consumer behaviour** and **why** we **buy** things.



I need to **replace** my television.



## Vocabulary review

### TV commercial

billboard

flyer

word of mouth

social media  
marketing

blog

newsletter

competition

giveaway

promote

feedback



marketing



## Sentences



I hate watching **TV commercials**.

There are a lot of **billboards** on the streets in my country.



**Word of mouth** is the best way to advertise.

**Social media marketing** is a modern way of advertising.





## Sentences



I read **blogs** to decide if I should buy something.

If a company does a **giveaway**, I always enter.



Companies **promote** their products in lots of different ways.



# Marketing

What type of marketing can you see in these pictures?







## Speaking

**What type of marketing makes you buy these different products?  
Discuss your answers with your classmates.**



a car

a suit

a mobile phone

a new chocolate  
bar

to have a need



I **have a need** for some new work clothes.



## New words

to try a new product

I'm going to **try a new** type of toothpaste.



to search for a solution

I'm **searching for a solution** to my problem with backpain.



to replace something

To ***replace something*** means to **buy** a **new version** of something you **already have**.



I need to **replace** my old watch.



## Fill in the gaps

Fill in the gaps with words from the previous pages.

1. The chair in my office is broken – I need to \_\_\_\_\_ it.
2. I don't like the shampoo I'm using at the moment, I'm going to \_\_\_\_\_ a new product.
3. I've just started a new job and I have lots of papers to carry around. I have a \_\_\_\_\_ for a new work bag.
4. I spilled coke on my new shirt and it won't come out – I'm searching for a \_\_\_\_\_.





## Why do people usually buy these things?







## Speaking

Think about the last **three things** that you **bought**.

Tell your classmates **why** you bought them.



## public opinion

**Public opinion** is the thoughts that most people have about something.



**Public opinion** is very important to companies.





## New words

personal research

I did lots of **personal research** on the internet before I bought my car.



advertising

I see lots of **advertising** for new products on my way to work.



to tend to

If you **tend to** do something, you do it **often**.



I **tend to** buy things when I need to replace something.



## Speaking

How important are these things when you are deciding whether to buy something or not?



public opinion

advertising

word of mouth

personal  
research



## Complete the sentences

**Complete the sentences with your own ideas. Then compare your answers with a partner.**

1. I tend to buy \_\_\_\_\_ when I'm hungry.

2. I tend to buy \_\_\_\_\_ when I'm sad.

3. I tend to buy \_\_\_\_\_ when it's really good weather.

4. I tend to buy \_\_\_\_\_ when \_\_\_\_\_.

5. I tend to buy \_\_\_\_\_ when \_\_\_\_\_.



## Consumer behaviour

There is always a reason why we buy something, but that reason isn't always a good one! Some people **tend to** buy something new because of **advertising** or **public opinion**, even if they don't really **have a need** for the product. Or they might buy something just to **try something** new – like with cosmetics or food.

Often people buy new products to **replace** old, broken ones like washing machines and office chairs. Replacing something is often combined with wanting to **try something new**.





According to the text on the previous page, which are true and which are false?

	TRUE	FALSE
1. There is always a good reason why people buy things.	<input type="checkbox"/>	<input type="checkbox"/>
2. Sometimes people buy things because of advertising even if they don't need them.	<input type="checkbox"/>	<input type="checkbox"/>
3. People buy new products to replace broken things like cosmetics or food.	<input type="checkbox"/>	<input type="checkbox"/>
4. Replacing things is often combined with trying something new.	<input type="checkbox"/>	<input type="checkbox"/>



## Speaking

**What was the last  
advert you saw that  
made you buy  
something?**

**Why was it so good?**

**What is the next  
thing you will  
need to replace  
at home?**

**Are you going to  
try something new  
when you do?**



## Game

- Choose one of the items below.
- Say what would make you buy it.
- Public opinion? Advertising? A need?







## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



If you have time, go over  
the most difficult slides again



## Answer key

### Exercise p. 22

1. F, 2. T, 3. F, 4. T

### Exercise p. 13

1. replace, 2. try, 3. need, 4. solution





## Unscramble

A

chocolate

to buy

when

I tend

sad.

I'm

B

I bought was

chocolate bar  
because

The last thing

really good.

the advert was

a new kind of



## Writing

**Think back to the speaking you did on p. 15.  
Write sentences about the last three things you bought and  
why you bought them.**

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## Homework answer key

### Exercise p. 29

A. I tend to buy chocolate when I'm sad. B. The last thing I bought was a new kind of chocolate bar because the advert was really good.



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