# lingoda **LANGUAGE English**

# Consumer behaviour

**VOCABULARY** 

LEVEL Intermediate

NUMBER EN\_BE\_2515V



#### 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.



#### **TV** commercial

billboard

word of mouth

blog

competition

promote



flyer

social media marketing

newsletter

giveaway

feedback

marketing





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.







I read blogs to decide if I should buy something.

If a company does a giveaway, I always enter.

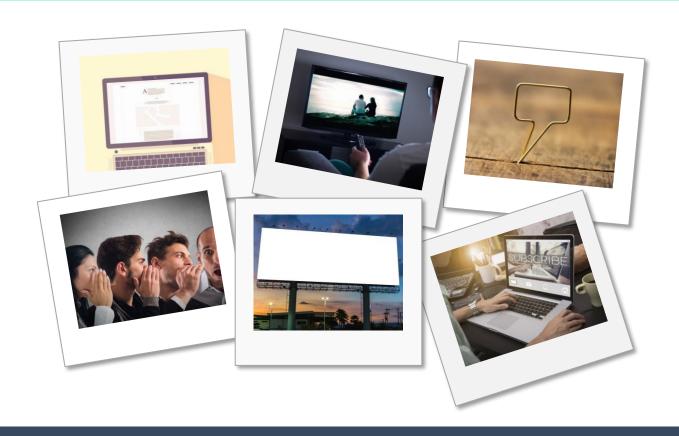




Companies promote their products in lots of different ways.



#### What type of marketing can you see in these pictures?





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



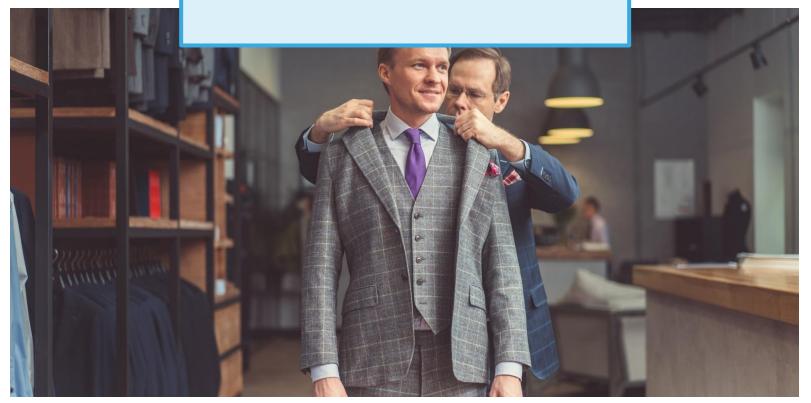
a car

a mobile phone

a suit

a new chocolate bar





I have a need for some new work clothes.



#### to try a new product

to search for a solution

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

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.
- 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?











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.



#### personal research

#### advertising

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

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.



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





public opinion

word of mouth

advertising

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		
2.	Sometimes people buy things because of advertising even if they don't need them.		
3.	People buy new products to replace broken things like cosmetics or food.		
4.	Replacing things is often combined with trying something new.		



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.





#### Reflect on this lesson

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





#### **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





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



#### 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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