

✓ Topic 4: Consumer Habits.

🎯 How to convince someone to buy your product:

- **Highlight benefits, not just features:**

“I would explain how the product solves a problem or improves daily life, not just describe what it does.”

- **Use social proof:**

“People are influenced by reviews, testimonials, or influencers who recommend the product.”

- **Offer value or discounts:**

“Offering promotions, free trials, or bundles can attract people to try the product.”

💡 How innovation helps:

- **Making life easier:**

“Innovative products save time, money, or effort — that’s very attractive for consumers.”

- **Standing out in the market:**

“If your product is original or uses new technology, it catches attention and builds curiosity.”

- **Sustainability and ethics:**

“Eco-friendly or socially responsible innovations are very important for today’s consumers.”

🧠 Current consumer habits:

- **Online shopping:**

“Most people prefer buying online now. It’s faster, more convenient, and often cheaper.”

- **Reading reviews before buying:**

“Many people trust other consumers more than ads. They look at ratings or comments before making a choice.”

- **Brand loyalty vs. price sensitivity:**

“Some stick to brands they trust, but others just choose the best price.”

Responsible consumer habits:

- **Being aware of what you buy:**

“I try to avoid wasting money, support ethical brands, and not buy things I don’t really need.”

- **Choosing quality over quantity:**

“Instead of buying a lot of cheap items, I prefer to buy fewer things that last longer.”