

10 Consumer behaviour

Aims

- Making claims and assumptions
- Language of comparison and contrast
- Summarizing agreements, definitions and propositions from multiple sources
- Evaluating evidence and argument
- Reporting

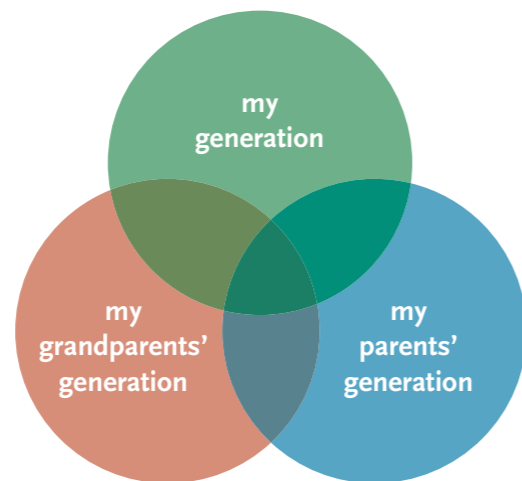
Topic focus



1 Look at the photos on the left and discuss these questions with a partner.

- 1 What do you think is the main difference between each person?
- 2 Which person is closest to you in age?
- 3 Do you think there might be any similarities between you just because you are the same age?

2 Work in small groups. Think about your generation, your parents' generation and your grandparents' generation. Think of words or phrases to describe their beliefs, behaviour and attitude, and use them to complete this diagram.



i Companies often group people together into consumer groups in order to target a larger group with their marketing. This is done because it is assumed that people of a similar group will behave in a similar way when making purchases. One way to group people is by generation.

3 What do you think are differences in the shopping behaviour of the three groups in Exercise 2?

Examples: *Typical products purchased, method of shopping, money available to spend*

Understanding the text: claims and assumptions

i A *claim* can be seen as the main argument in a text. An *assumption* is an unspoken claim. It is something that the writer is assuming the reader will accept without evidence and is the link between the reason and conclusion. As you read a text, identifying underlying assumptions can help you to understand the writer's main argument.

1 a Read this example and the possible underlying assumption below.

Extract from a text on marketing: *The over-50s in the UK hold 80% of the country's wealth and 40% of spending power. It is not only the only segment that is growing, but also the one that has more disposable income than all the others combined (Cummins, 1994; Bond, 1997).*

Possible underlying assumption:

- That the over-50s segment is an important market. It has a lot of money and could be very profitable for a company; also, they would spend money rather than save it.

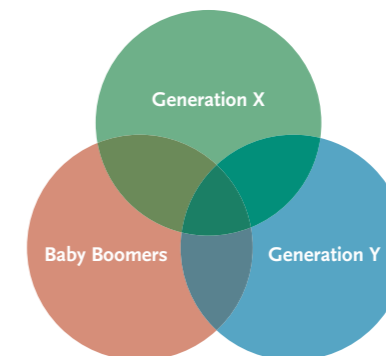
b What possible assumptions could be made about this situation?

The over-50s enjoyed cheap house prices in comparison to today. Therefore many people bought a house.

2 The text on pages 87–88 describes three different generations. Does the text include any topics from your discussion on page 85?

3 Look at the footnotes in paragraph 2. Then read paragraph 3 and identify a) any claims made; and b) any underlying assumptions.

4 Work with a partner to complete the various segments of this diagram summarizing each generation, then answer the questions below.



- 1 What are the main differences between the generations?
- 2 How could companies use this knowledge?

5 Answer these questions.

- 1 How many different types of age are defined in the text?
- 2 Why does the author believe it is important to understand the different generations?
- 3 Which was the first generational cohort to be recognized?
- 4 What two things have particularly influenced Generation Y?
- 5 Why is Generation X a difficult group for marketers?
- 6 Why are the Baby Boomers more attractive than previous generations?
- 7 What makes the over-50s such a popular market today?
- 8 Is the chronological or cognitive age lower in the Baby Boomers?