

10 Consumer behaviour

Activities

Essay structure and organization:
comparative essays 1

1 Decide whether each of these sentences applies to lower, middle or upper classes. Use your ideas from the Unit 10 text to help you.

- 1 They are more likely to be international in their outlook.
- 2 They tend to borrow from other classes.
- 3 They like to buy home furnishings.
- 4 They aim for a better life.
- 5 They dress differently to the other classes.

2 a Look at this essay question. What is your opinion? Spend two minutes writing down your ideas. You can then use them to form your thesis statement.

Categorizing people by their social class is a more effective way of determining consumer behaviour than by generation.

b Look at the text *Consumer behaviour: Generations* in Unit 10 of the *Delta Academic Objectives: Reading skills Student's Book*. Summarize the claims made about the consumer behaviour of each generation.

c Evaluate the claims made. What are the strengths or weaknesses of identifying consumer behaviour in this way?

3 Repeat the tasks in Exercise 2 with the Unit 10 text.

Language focus:
comparing and contrasting

4 Complete these sentences with the correct form of the adjectives in brackets.

- 1 In countries like Japan and Scandinavia, the middle class is much (*big*) than in the US.
- 2 In Arabic countries, social contacts and family position are (*important*) than wealth.
- 3 Education is a (*good*) way of estimating future consumer behaviour than other indicators.
- 4 Although income tends to increase with age, this does not mean that older people enter a (*high*) class.
- 5 Upper-class consumers are (*likely*) to invest their money.

5 Think about the social classes in your country. Write a short paragraph comparing and contrasting their consumer behaviour. Use phrases from the box.

the same ... as	like	different from	similar to
instead	conversely	on the contrary	on the other hand
	however	in the same way	likewise

Essay structure and organization: comparative essays 2

6 What two different methods of organization can be used in a comparative essay? Complete the information below.

<p>Method A Block organization</p> <ul style="list-style-type: none"> • Topic sentence • All points of comparison 	<p>Method B Point-by-point organization</p>
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7 a Reread this essay question from Exercise 2, as well as the notes you made in that exercise. Transfer your notes onto a mind map. Can you add any more ideas to it?

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b What would be the most suitable method for organizing the ideas in your essay?

Using sources: writing a bibliography

8 a Look at the elements used when writing a bibliography and decide whether each of them refers to a book (B), an Internet source (I) or a journal article (A). (Some elements will be labelled more than once.)

- 1 author surname
- 2 title of book
- 3 author initials
- 4 volume number (and part number)
- 5 accessed date
- 6 name of publisher
- 7 name of journal
- 8 year of publication
- 9 web address
- 10 place of publication
- 11 title of article
- 12 page numbers

b For each type of source (book, Internet source and journal article), put the information in the order that it should appear in a bibliography.

c Locate one book, one Internet source and one journal article relating to the topic of consumer behaviour which you would like to use in your essay. Using the guide you created in Exercise 8b, write a bibliographic reference for each one.

Extension Write an essay answering this question. You can use information from the Unit 10 text, as well as any of the texts in Unit 10 of the Student's Book. As you write the essay, evaluate the claims that you are making (and the assumptions that are implied) and check that they are logical and supported with evidence. Also focus on using a wide range of comparative expressions. You should include a bibliography at the end of your essay.

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