

10 Consumer behaviour

Answer key

- 1 1 upper class 2 middle class 3 middle class
4 middle class 5 lower class

2 *Suggested answers*

b The Baby Boomers were born between 1945 and 1965. They grew up in a less materialistic age than the generations that followed, but were still keen to own their own house. They were part of a huge social revolution, which may explain why they are youthful in spirit.

Generation X is made up of those born between 1966 and 1976. Members of this generation are individualistic, are disrespectful of politics and dislike hype. It is therefore more difficult for marketers to reach this generation.

Generation Y is the term given to those born between 1977 and 1994. They are not quite as cynical as Generation X. People in this category have been found to be risk-taking hedonists. They are also materialistic and like to buy branded goods.

c A strength of analyzing consumer behaviour according to each generation is that buying behaviour is likely to correspond not only to income, but also to attitudes, interests and priorities. Analysis of each generation seems able to identify this information. A weakness of analyzing consumer behaviour in this way is that generational influence is only one of many factors that determine the purchases that are made; income, status and class are also likely to influence what is bought.

3 *Suggested answers*

b Upper-class consumers tend to be more cosmopolitan and international in their outlook. They are more likely to invest their money and plan for the future. They are well-educated and have professional jobs. Middle-class consumers spend more money on home furnishings. They seek to improve their lives and are inspired by the upper class's taste in music, literature and arts. They are most likely to borrow from the upper class.

Lower-class consumers have a deeper connection with the local culture. They have different lifestyles to the other classes, e.g. in terms of clothing, although they also have a tendency to copy the styles of the classes above them.

c A strength of analyzing consumer behaviour according to social class is that it is possible to identify what the different classes are willing to spend their money on, as well as how much money they have to spend. It would also be possible for marketers to pitch certain products at the middle and lower classes, who aspire to improve their lives and/or copy the tastes of the upper classes.

A weakness of analyzing consumer behaviour in this way is that age is not included in this information. A 19-year-old will have different tastes to a 55-year-old.

- 4 1 bigger 2 more important 3 better 4 higher
5 more likely

6

Method A	Method B
Block organization	Point-by-point organization
This method groups all points of comparison together, and then all points of contrast together.	This method compares and contrasts each point in turn.
For example:	For example:
<ul style="list-style-type: none"> • Topic sentence • All points of comparison • All points of contrast • Concluding sentence 	<ul style="list-style-type: none"> • Topic sentence • Point of comparison + contrast 1 • Point of comparison + contrast 2 • Point of comparison + contrast 3 • Concluding sentence

- 8 a 1 B, I, A
2 B
3 B, I, A
4 A
5 I
6 B
7 A
8 B, I, A
9 I
10 B
11 A, I (and B if it is a book made up of articles written by different authors)
12 A

b **Book:** Author's surname, INITIALS, year of publication. *Title*. Edition (if not the first). Place of publication: Publisher.

Internet source: Author's surname, INITIALS (*use the name of the organization if author's name is not available*), Year. *Title of the article*. Available at: URL. (Accessed date)

Journal article: Author's surname, INITIALS, year of publication. Title of article. *Title of journal*, Volume number and (part number), page number(s) of article.