

SEQUENCE II :The Basics of Consumer Behaviour

1 - Reading comprehension

2 - Pronunciation

3 - Word Building

4 - Grammar

5 – Writing



Reading Comprehension

Read the text below then do the activities:

The Basics of Consumer Behaviour



The study of consumer behaviour examines all aspects of consumers feelings, thoughts and reasons for making particular decisions in purchasing products or services, and also how consumers use and dispose of products. A consumer's beliefs or practices may be influenced by family and friends, by religious beliefs, by cultural attitudes, by social expectations, by professional standards, by advertising appeals, or by any combination of **these factors**.



The most obvious application for knowledge of consumer behaviour is marketing strategy; for instance, understanding that a large number of consumers are on low-carbohydrate diets has led to an increasing number of products that are labeled as "Low Carb".



But the study of consumer behaviour also has a lot of repercussions on

- public policy (allowing government agencies to make regulations to protect consumers),
- social marketing (promoting ideas to encourage people to act in their own best interest, such as wearing seatbelts),

- and consumer education (teaching consumers to be smart shoppers by buying in bulk to save money or avoiding a product that has been treated with dangerous pesticides).



Marketers may examine consumer behaviour using either primary or secondary research. Primary research is conducted by asking a lot of consumers to answer survey questions, either by mail, internet, telephone, or in person. Mail surveys are useful because they are inexpensive and may ask as many questions as desired. Internet surveys can be cheap to set up, but exposure to a great deal of aggressive advertising has made many consumers resistant to **this method.**

Adapted from the Advertopedia Staff

Activity 1: Are these statements true (T) or false (F)

1. A consumer's attitude can influence his family and friends to buy a product.
2. A big number of "Low Carb" products have been produced for people on diets.
3. Buying in bulk is more advantageous for consumers.....
4. Marketers have to answer a lot of questions in surveys.....
5. Consumers prefer internet surveys because they are cheap

Activity 2:

Answer these questions according to the text:

1. What are the factors that may influence a consumer's behaviour?
.....

1. List the fields on which the study of consumer behaviour has repercussions.
.....

Activity 3: Lexis

a)- Find in the text words that are closest in meaning to:

- comportment (§1)
- evident (§ 2)
- example (§2)
- laws (§2)

b)- Find in the text a word or expression that corresponds to this definition:

- buying in large amounts, often at reduced price.:

Activity 4:

What do the underlined words in the text refer to?

... of these factors. onefd.ed →

... resistant to this method. →

Pronunciation

Spelling: Silent letters

Many words contain letters that are not pronounced.
The following letters are not pronounced:

- final b in	Clim b	tomb b
- final n in	Autumn n	column n
- l before k	Walk k	chalk k
- l before d	Could d	world d
- l before f	Half f	calf f
- w before r	W rite	w rist
- p before s	p sychology	p sychiatrist
- k before n	K now	k nife
- initial h	H onour	h onest
- g before n	Foreign g	resign g

Activity 1:

Underline the silent letters in these words:

would	knight	comb	hymn	psalm
Bomb	design	wrong	balk	yolk

Activity 2:

**Other letters are not pronounced. Underline them.
Check with a dictionary.**

sword Wednesday weigh often mnemonic chorus
straight Mechanic whistle yacht yawn

Word Building

- Formation of adjectives

We can form adjectives with suffixes such as

-al	➔	culture / cultural
-ous	➔	religion / religious
-ful	➔	Use / useful
-ive	➔	expense / expensive
-ing	➔	increase / increasing

Activity 1:

**Write the adjectives derived from these words.
Classify them in the table below**

biology - radioactivity - impression - courage - respect - help politics -
advantage - industry - grow - creation - interest

-ful	-ous	-al	-ing	-ive
-	-	-	-	-
-	-	-	-	-
		-		-

Activity 2:

Complete each sentence with an adjective from the table above

1. It is really to live in a big town. There are schools, libraries and big shops.
2. Genetically manipulated food doesn't preserve our diversity.

3. After the accident at the plant, the area proved to be and was evacuated.
4. The novel was so that it was made into a film.
5. A lot of changes were brought about by mechanical inventions during the revolution in the 18th and early 19th centuries.
6. Nowadays the young are not as to the adults as their parents were.
7. Everyone admired the pianist's performance yesterday.
8. A number of students are interested in learning English.
9. The opening of private companies have allowed the creation of new jobs.
10. John saved the child from drowning into the river. On behalf of all the citizens, the mayor congratulated him for his act.

Grammar

1. Quantifiers

◆ We use **many**, **a great number of** with plural countable nouns.
e.g.: **A large number of** consumers are on low-carbohydrate diets.
 In affirmative statements, we use **a lot of** instead of **many**.

◆ We use **much** (= **a great deal of**) with uncountable nouns.

e.g.: Exposure to **a great deal of** advertising has made consumers resistant to Internet surveys.

In affirmative statements, we use **a lot of** instead of **much**.

e.g.: Consumers have to show **a lot of** patience when they participate in surveys.

	Countable		Uncountable
Affirmative statements	a large number (of)	a lot (of)	a great deal (of)
Negative statements	many		much

Activity 1:

Use **many** or **much**

1. articles are not available in the store nowadays.
2. There isn't security in this job.
3. I'm afraid, I don't have experience; you should ask someone else.
4. You don't make efforts to improve your results.
5. We haven't got time to visit her.

Activity 2:

**Complete the following sentences with:
a large number of/ many/ a great deal of/ or much**



(a) people suffer from drought and famine in Africa. There hasn't been (b) rain in some parts for years. There have been no crops and (c)..... animals have died.

(d) refugees are pouring from villages into the towns in their desperate search for food. These African

countries don't have (e) money so (f) nations

are sending food and medical supplies, but their efforts are drops in the ocean.

(g) food is

needed very quickly and

(h) tents, clothes and blankets should be sent to help these people.



**We use TOO MANY + countable nouns and
TOO MUCH + uncountable nouns to say
more than enough.**

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Activity 3:

Choose the correct answer



1. There were (too many/ too much) people. We couldn't get into the park to listen to the concert.

2. We didn't enjoy our walk in the forest on Sunday morning because it was freezing and there was (too many/ too much) wind.



3. I couldn't find my keys as there was (too many / too much) disorder in the room.



4. There is (too many/too much) advertising for cigarettes although tobacco seriously damages health.

5. We were offered (too many/ too much) pieces of cheese; we didn't know what to choose.



Activity 4:

Complete with too many or too much

1. I'll never spend my holiday at the seaside; there are tourists and I don't like that.
2. There is noise here; I can't work.
3. She has put onweight; none of her clothes can fit her.
4. He will have serious health problems, he smokes cigarettes a day.
5. violence on TV leads to aggressiveness.
6. There are accidents on the roads caused by carelessness.

2- Modals

Modals are used before other verbs. They have no infinitives and are always followed by infinitives.

May and might are used to express possibility.

eg.: What kind of car are you going to buy?
I'm not sure, but I may / might buy a Clio.

Might suggests a weaker possibility.

eg.: Ann may be at home. (**perhaps at 50% chance**).
Sue might be there, too. (**a smaller chance**).

Note the **difference** between may / might not and can't.

eg.:

The match may/might not finish before ten(=**perhaps it won't**).

The match can't finish before ten. (**=it's not possible**).

Activity 5

Complete these sentences. Use may or might to express possibility.

- 1- If you don't study hard, you (fail) the test.
- 2- If you don't drive carefully, you (have) an accident.
- 3- If you don't exercise, you (feel) unfit.
- 4- If you lose your job, you (find) it difficult to meet ends.
- 5- If you eat too much, you (be) sick.

Activity 6:

Complete these sentences with can't + a suitable verb.

1. You've just had dinner. You
2. I know he is joking. He
3. You've just woken up and it's 9.30 am. You.....
4. There's the doorbell! I think it's dad.
It dad; he
5. She doesn't speak English. She

WRITING

Activity 1:

**Summarize the reading passage.
Remember**

- ✓ Collect the main points.
- ✓ Do not give examples
- ✓ Use linking words (connectors) to write sentences.

.....
.....
.....
.....

Activity 2:

Do advertisements always tell the truth?
Justify. Give examples .

.....
.....
.....