

Unit 4

Consumer Behavior

消费者行为

✓ Learning objectives

1. In this unit students will learn vocabulary and basic concepts related to marketing and consumer behavior.
2. Students will be able to talk about different consumer behavior and marketing practices.

📖 Background reading

Notes:

1. study of consumer behavior 消费行为的研究
2. a new field of study 一个新的研究领域
3. to dispose of 处理 We could dispose of large quantities if you would give us an agency.
4. marketers 营销商
5. strategic marketing decision 战略营销决策
6. cue 提示, 暗示 to take one's cue from 从。。。得到暗示
7. to shape 使形成 to shape public opinion 影响或左右舆论
8. competitive advantage 竞争优势
9. discipline 学科 scientists of many disciplines 许多学科的科学家人类学
10. anthropology 人类学
11. social psychology 社会心理学
12. notion 看法, 见解 have a vague notion about sth. 对某事有模糊概念
13. rational 理性的, 合理的 a perfectly rational explanation 完全合乎情理的解释
14. maximize their benefits 最大化他们的收益

Answers to the comprehension questions:

1. Consumer behavior refers to behaviors that consumers display in purchasing, using, and disposing of products and services that they expect will satisfy their needs.
2. Because the marketers can make better strategic marketing decisions if they understand their consumers' behavior.
3. Yes, it is a relatively new field of study. Because it does not have history or body of its own.

4. It borrowed from other scientific disciplines such as psychology, sociology, social psychology, anthropology, and economics.

什么是消费行为？

消费行为术语指消费者在采购、使用或处理产品或服务，以求满足其需求所表现出的行为。对消费行为的研究是研究不同个体如何决定支出他们所有的资源—时间、资金和精力—以用于与消费相关的项目上。其研究内容包括消费者买什么、为什么买、何时买、哪里买、买的频率以及他们的使用频率。

对于营销商而言，重要的是首先要知道人们形成消费决策的原因和方式，以便他们能制定更有效的营销决策。如果营销商了解消费行为，他们就可能预测出消费者将对不同信息和环境提示做出怎样的反映，也就能制定出相对应的营销策略。无疑，那些了解消费行为的营销商会占有较大的市场竞争优势。

消费行为是一个相对较新的研究领域，出现在二十世纪六十年代中后期。由于缺少自身的历史和体系，这个新学科所应用的概念大量借助其它科学学科，如心理学（个体的研究），社会学（群体的研究），社会心理学（个体在群体的行为方式的研究），人类学（社会对个体的影响）和经济学。众多早期涉及消费行为的理论是基于经济学理论或这样一个概念，即认为个体消费行为是理性的，是追求最大化收益的（即购买商品或服务实现满足）。

Part A

First listening: listen for the gist

What is the main idea of the first news report?

Horizon Research Group made a survey, which reveals how SARS has changed people's life style and attitude.

What is the main idea of the second news report?

It discusses whether McDonald should be liable for the obesity of some people who have had a steady diet of McDonald's food.

Second listening: listen for specific information

In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.

◆ Notice the expressions related to the impact of SARS and fight against it.

The impact of SARS: the fear of contracting the epidemic, change one's lifestyle and attitude, intimate contact, on the wane, be hit hard, respiratory syndrome, SARS outbreak and symptoms,

The fight against SARS: to be aware of hygiene, report to the government, knowledge and vigilance.

- ◆ Notice the expressions related to the impact of fast food.

Consumers' perspectives:

- Eight overweight children from New York are suing McDonald's claiming that McDonald's is responsible for their obesity.
- There is not doubt that a steady diet of this food is fattening.
- The plaintiffs are claiming the company deliberately tried to mislead the public into thinking its products are healthy.

McDonald's perspectives:

- The legal standard is that if food is fit for human consumption, and McDonald's food is more than fit for human consumption — it's beloved by Americans for generations. There is no liability.
- "Common sense tells you this lawsuit makes no sense."
- It does provide nutrition information on a website and through a toll free number.

Ask students to fill in the table with the information matching the facts they have heard. Check answers.

Ask students to do True (T) or False (F) questions for news item two. Check answers. Explain why it is true or false.

Third listening: sentences imitation

Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. to contract—the fear of contracting SARS has change people's lifestyle .
2. acute--There is a shortage of acute beds in the hospitals because of the unexpected outbreak of SARS.
3. to take things for granted – people not take things for granted like they perhaps did before the SARS.
4. trivial -- He sometimes puts the trivial above the important.
5. obesity-- McDonald's is responsible for their obesity.
6. diet--A steady diet of this food is fattening?
7. mislead--the company deliberately tried to mislead the public into thinking its products are healthy.
8. Consumption--McDonald's food is more than fit for human consumption.
9. Award--a jury awarded nearly three million dollars to an 81-year-old woman.

Part B

First listening: listen for the gist

What is the main idea of these two passages?

The first passage is about the diversity of the consumers. The diversity is not only reflected in the usual ways but is also reflected in people's activities, interests, preferences and opinions.

The second passage is about the diversity of the managers. Managers differ in marketing strategies. Despite the differences, all the marketing activities are consumer-oriented and the core issue is the health of economy.

Second listening: listen for specific information

In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.

- ◆ Notice how these expressions are related to diversity of the marketing strategies.

Ask students to answer the following questions. Compare answers.

- ◆ Train students' ability to take down notes and write out key words in order to answer each of the following questions.

1. What are the major variables or dimensions for the cultural diversity in the United States?

- age and gender, race and nationality, education and occupation,
- marital status and living arrangements, preferences and opinions.
- television shows, political beliefs and clothing

2. What marks a tremendous diversity among marketers in America?

- traditional retailers, mass merchandisers, discount stores, off-price stores,
- a tremendous shift, mass marketing, niche marketing, direct marketing, custom catalogs, direct mail, value pricing, relation marketing, play a vital role.

Ask students to complete the note-taking model of Passage One. Check answers.

Ask students to complete the note-taking model of Passage Two. Check answers.

Third listening: sentence imitation

Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. view it as -- Some view it as a process that is beneficial—a key to future world

- economic development.
2. celebration --The United States in the 1990s is a celebration in diversity.
 3. differ in--They differ in the music they like, the television shows they watch, the political beliefs they hold, and the clothing they wear.
 4. observe--Indeed, there has never been a better time for people to observe.
 5. medium-sized --Just stand on a street corner during the afternoon in any medium-sized city.
 6. vary from --Women's hemlines may vary from the micro-mini to ankle length.
 7. range from --Their trousers may range from short-shorts to tailored slacks.
 8. mark--The 1990's also mark a tremendous diversity among marketers.
 9. around--Traditional retailers, from department stores to mom-n-pop stores, are still around.
 10. shift from--But the 1990s also has seen a tremendous shift from mass marketing to niche marketing to direct marketing.
 11. offer at--Some marketers offer value pricing, which stresses high quality at the lowest possible price.
 12. affiliation--other marketers are concerned with relationship marketing, designed to develop a close affiliation with the consumer.
 13. premium--They are willing to pay a premium to save time.
 14. denominator--Despite our differences, one of the few common denominators among all of us is that, above all, we are consumers.
 15. affect--The decisions we make concerning our consumption behavior affect the demand for basic raw materials, for transportation, for production, for banking.
 16. integral--consumer behavior is an integral factor in the ebb and flow of all business in a consumer-oriented society such as our own.

Part C

First listening: listen for the gist

What is the main idea of this dialogue?

Fitness and health is an undeniable trend. People have become health-conscious and their life style is changing. To adapt these changes, the traditional food manufacturers are modifying the ingredients to make their food wholesome.

Second listening: listen for specific information

In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.

- ◆ Notice how these expressions are related to lifestyle change.
Athletic activities, core value, health-conscious, healthy food, wholesome product, liquid substitute, meal- replacement category, nutritious food, junk food, light version, diet beverage, super growth segment, hard liquor, nonalcoholic beer.

Ask students to do the blanks filling exercise. Check answers.

Ask students to answer the two questions. Check answers.

Third listening: sentence imitation

Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. preoccupation-- their preoccupation with fitness and health has emerged as a core value.
2. to manifest --This value has manifested itself in a number of ways.
3. outgrowth--The fitness trend is an outgrowth of the "me generation."
4. compared with--Today, nearly 70 percent of the population engages in one or more athletic activities daily, as compared with only 25 percent a generation ago.
5. to modify--Traditional food manufacturers have begun modifying their ingredients to cater to the health-conscious consumers.
6. to persuade--Sun Chips from Frito-Lay try to persuade consumers they are wholesome products.
7. with respect to--Some of the biggest changes have occurred with respect to what people drink.
8. diet--Diet beverages are the super growth segment of the soft-drink industry.
9. per capita consumption--Paralleling this trend, the consumption of bottled water has grown rapidly, with per capita consumption jumping from 2.8 gallons in 1990 to 8.8 gallons in 1999, an increase of 214 percent.

Acting out

If the teacher would like to organize a debate on cultural and marketing diversity, you can divide students into groups of four. The members of each group discuss the topic among them and present their facts and figures and their opinions in class. Feedbacks from other groups and the instructor are essential for sharing perspectives on the issue.

Topics for discussion:

- The current diversity of lifestyle and values in Chinese people
- The evolution of Chinese marketing conceptions
- The current diversity of marketing strategies designed to satisfy the diversified consumers needs in Chinese markets

Language

- It is obvious that Chinese consumers are different in lifestyle and consumption...
- The diversity in dress ...
- Despite the enormous difference, one common denominator among us is...
- We can see a dramatic change in marketing strategies...

- Traditional food manufacturers have begun modifying...
- Some marketers offer ...while others stress...
- According to the statistics by...
- I would like to turn your attention to...
- I have two points to make with regard to...
- I think the key point is ...
- I think that the marketing professor is right when he states....
- Here is one example to illustrate my point.