

## Unit 4

### Consumer Behavior

### 消费者行为

#### Comprehension questions:

1. What is consumer behavior?
2. Why is the understanding of consumer behavior important to the marketers?
3. Was consumer behavior a relatively new field of study?
4. What scientific disciplines did consumer behavior borrow from?

#### Part A Exercises

1) **Directions:** Listen to the news item carefully and complete the following table by filling in information to match the facts.

<i>Facts</i>	<i>Information</i>	<i>Facts</i>	<i>Information</i>
314		95 percent	
18-60 years		79 percent	
5 percent		80 percent	
77 percent		About half	
90 percent		90 percent	
1 percent		96.5 percent	

2) **Directions:** Listen to the news item again and decide whether the following statements are "T" (true) or "F" (false).

- (1) (     ) Eight overweight children from New York are suing McDonald's, claiming that McDonald's is responsible for their obesity.
- (2) (     ) Nineteen-year-old Jocelyn Bradley is five foot six inches tall and weighs 270 pounds.
- (3) (     ) McDonald's points out it does provide nutrition information on a

website and through a toll free number.

- (4) (     ) The lawsuit is for people, who call themselves lifestyle advocates, to get McDonald's and others to change the kinds of products and the selection that they provide the people who go to their restaurants.
- (5) (     ) Nearly a decade ago, a jury awarded nearly three million dollars to an 61-year-old woman who was burned by a cup of McDonald's coffee.

## Part B Exercises

- 1) **Directions:** *Listen to the first passage carefully and find out what are the factors which account for the diversified consumer behavior by filling in the blanks of the note-taking model below.*

People differ by \_\_\_\_\_;

by \_\_\_\_\_;

by \_\_\_\_\_;

by \_\_\_\_\_.

People differ in \_\_\_\_\_;

in \_\_\_\_\_.

For instance, they differ in \_\_\_\_\_,

\_\_\_\_\_,

\_\_\_\_\_.

\_\_\_\_\_.

- 2) **Directions:** *Listen to the second passage carefully and then fill out the blanks of the note-taking model below.*

The examples for traditional retailers: \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_, \_\_\_\_\_.

The tremendous shift happened in the 1990s:

from \_\_\_\_\_ to \_\_\_\_\_ to \_\_\_\_\_,

from \_\_\_\_\_ to \_\_\_\_\_,

from \_\_\_\_\_ to \_\_\_\_\_.

Value pricing: \_\_\_\_\_.

Relationship marketing: \_\_\_\_\_.

### Part C Exercises

- 1) **Directions:** *Listen to the following passage carefully and then fill in the blanks with the appropriate words you hear.*

According to some, the fitness trend is an \_\_\_\_\_ of the “me generation.” Today, nearly \_\_\_\_\_ of the population engages in one or more athletic activities daily, as compared with only \_\_\_\_\_ a generation ago. There are currently about \_\_\_\_\_ health club in the United States, up \_\_\_\_\_ only five years ago.

Traditional food manufacturers have begun modifying their \_\_\_\_\_ to cater to the health-conscious consumers. For instance, Ragu Today’s Recipe Pasta Sauces offer reduced fat and sodium to meet the demand for \_\_\_\_\_. Slim-Fast, whose major product is a 190-calorie \_\_\_\_\_ for meals, is the leader in the booming \$1 billion meal-replacement category. Even frozen dinners have become \_\_\_\_\_ in recent years, and traditional “junk food” is trying to appear more healthful. “Light” versions of Ruffles, Cheetos, and Doritos, along with “low sodium”, “no cholesterol”, “no preservative” Sun Chips from Frito-Lay try to persuade consumers they are \_\_\_\_\_.

- 2). **Directions:** *Listen to the passage again and the answer the following questions.*

- (1) How have the traditional food manufacturers reacted to the fitness trend?
- (2) What are the changes taking place in what people drink?

### 👤 👤 Acting out

1. Discuss: Following Part B “Diversified Americans”, make a study on the changes of the Chinese people’s value and attitude toward life in the past decade and then conduct a group discussion on how these changes have affected people’s consumption patterns.
- 2) Debate: Faced with hectic life and heavy pressure many people ignore their health for wealth. Please debate: Health or wealth, which is more important?
- 3) Presentations: Please make a presentation on how to develop a healthy lifestyle – tips to be followed.

### Keys to Exercises:

#### Part A

1)

<i>Facts</i>	<i>Information</i>	<i>Facts</i>	<i>Information</i>
314	<i>Residents surveyed</i>	95 percent	<i>Confidence in government</i>
18-60 years	<i>Age range</i>	79 percent	<i>Worry for the hard hit in economy</i>
5 percent	<i>Error margin</i>	80 percent	<i>Willingness to volunteer</i>
77 percent	<i>No shopping in downtown</i>	About half	<i>Not to let trivial things to affect</i>
90 percent	<i>No dinning out</i>	90 percent	<i>Report suspected cases</i>
1 percent	<i>Travel to other cities</i>	96.5 percent	<i>Learn SARS development from media</i>

2)

(1) T                      (2) T                      (3) T                      (4) F                      (5) F

## Part B

1) People differ by age and gender;

by race and nationality;

by education and occupation;

by marital status and living arrangements

People differ in their activities and interests;

in their preferences and opinions.

They differ in the music they like,

the television shows they watch,

the political beliefs they hold,

the clothing they wear.

2) The examples for traditional retailers: department stores, mom-n-pop stores, mass merchandisers, discount stores, off-price stores, etc.

The tremendous shift happened in the 1990s:

from mass marketing to niche marketing to direct marketing,

from show rooms to custom catalogs,

from selling through direct mail to selling through television shopping networks.

Value pricing: Value pricing stresses high quality at the lowest possible price .

Relationship marketing: Relationship marketing is designed to develop a close affiliation with the consumer.

### Part C

1)

- (1) outgrowth   (2) 70 percent   (3) 25 percent   (4) 30,000   (5) 20 percent  
(6) ingredients   (7) healthier foods   (8) liquid substitute   (9) more nutritious  
(10) wholesome product

2)

- (1) How have the traditional food manufacturers reacted to the fitness trend?

They have begun *modifying their ingredients* to cater to the health-conscious consumers. To meet the demand for healthier foods, they *offer food with reduced fat, low sodium, low calories, no cholesterol, and no preservatives*. Even frozen foods have become more nutritious and junk food is trying to appear more healthful.

- (2) What are the changes taking place in what people drink?

Coffee consumption, distilled spirit and beer consumption have been declining. Consumption of nonalcoholic beer and bottled water has grown rapidly.