

Let's Talk Marketing

Consumer Behaviour & Trends



Welcome & Objectives

Welcome to Part 2: **Consumer Behaviour & Trends**

Today, you will:

- Learn what influences customer decisions
- Practise the **first conditional**
- Explore shopping trends and preferences
- Use real-life speaking tasks to express your ideas



Icebreaker – What Makes You Buy?

- What's something you bought recently?
- Why did you choose it? Price? Brand? Recommendation?
- Do you ever buy on impulse?



Vocabulary – Buyer Behaviour Terms

Match the terms below to the correct definition.

Term	Definition
impulse buy	buying something suddenly without planning
word of mouth	hearing about a product from friends or family
loyalty	choosing the same brand again and again
brand image	the public's idea or feeling about a brand
target audience	the specific type of customer a product is for
customer review	feedback written by someone who has tried the product

Question: Which of the terms influence you the most?

Vocabulary – Types of Consumers

Discuss and define the following terms with your tutor:

- bargain hunter
- trend follower
- loyal customer
- cautious buyer
- spontaneous shopper

Question: Which of these terms do you relate to the most? Why?

Grammar – First Conditional

Understanding the grammar rule:

- We use the **first conditional** for likely situations in the future.

Structure:

If + present simple, will + base verb

Example:

“If the product has good reviews, I’ll buy it.”

“If it’s on sale, she’ll get two.”

Note: Often used in marketing when talking about reactions or decisions.



Grammar Practice – Complete the Sentences

Fill in with the correct verb:

- If the price drops, I _____ (buy) it.
- She _____ (choose) it if the colour matches her style.
- If customers aren't happy, they _____ (leave) a bad review.



If You See... Will You...?

Respond to the following questions using the first conditional grammar rule:

- If you see a 50% sale sign, will you enter the shop?
- If your favourite brand releases a new product, will you try it?
- If your smart speaker gives you bad advice, will you stop using it?
- If a friend recommends an eco-friendly product, will you buy it?
- If your favourite app starts charging money, will you keep using it?

Example: “If it’s something I need, I’ll buy it.”



Reading – Why We Choose Certain Products

Take turns in reading the following passage with your tutor:

“People often buy based on emotion, not logic. If a product makes them feel happy, they are more likely to choose it, even if it’s not the cheapest. Brands use colours, music, and slogans to create emotional connections.”

Questions

- Do you agree?
- Can you think of a brand that makes you feel something? How?

Colour to Emotion

In Marketing, colours often define emotions:

Colour	Emotion
red	energy, urgency
blue	trust, calm
yellow	happiness, attention
green	nature, health
black	luxury, power

Question: “What colour do you see most in food brands? Tech brands?”



Grammar – First Conditional & Emotion

Complete the sentences using emotional triggers:

- If the ad makes me laugh, I _____
- If the colour is too strong, I _____
- If I trust the brand, I _____



Vocabulary – Shopping Trends

Define and discuss the following terms with your tutor:

- personalised ads
- influencer marketing
- eco-conscious shopping
- “try before you buy”
- mobile checkout
- virtual fitting rooms

Questions:

- Have you seen or used any of these?
- Which ones are growing in your country?

Speaking – What Influences You?

- Do you like personalised ads?
- Would you trust an influencer's recommendation?
- Do you ever buy something because of convenience?

Use first conditional to answer the questions:

Example:

“If I see someone I trust recommend it, I might buy it.”

Listening – What Customers Say

Take turns in reading the following passages with your tutor:

“If the checkout takes too long, I leave the site”.

“If the price is too high, I wait for a discount.”

“If the packaging looks bad, I don’t even click.”

Questions

- What are these customers’ priorities?
- Which one do you relate to?

Activity – Complete the Buyer Profile

Choose a buyer type (bargain hunter, trend follower, etc.) and discuss this profile using:

- at least 1 trend word
- 1 first conditional sentence
- 1 opinion about a brand



Vocabulary – Triggers for Buying

Define and discuss the following vocabulary with your tutor:

- free shipping
- “limited time offer”
- customer ratings
- influencer review
- pop-up ad
- loyalty card

Questions:

- Which of these do you notice most?
- Do they actually influence your decision?

Grammar Practice – If Clauses (Error Correction)

Have a go at fixing the sentences:

- “If I will see a discount, I’ll buy it.”
- “He buy it if the colour is nice.”
- “If it looks good, I buy.”



Role Play – Brand Consultant

Scenario:

- **Student** is a **brand consultant** with marketing experience.
- **Tutor** is a **new company owner** starting a business.
- The company needs help building its brand identity.

Give advice to the company owner on:

- **How to target customers**
(*E.g., age group, online platforms, interests*)
- **What colours to use**
(Think of brand psychology: blue = trust, green = eco-friendly, etc.)
- **What will happen if something works or fails**
(Use the first conditional to show possible outcomes.)

Example:

“If you want to attract eco-conscious customers, you should use green and white. If you advertise on TikTok, you’ll connect with younger people. And if your first product launch goes well, your brand will grow quickly.”

Activity – React to the Ad

Take turns in reading the following Ad Description with your tutor:

Introducing: PulseBuds™ – Your Workout, Your Way

No wires. No limits. Just pure sound.

- ✓ Waterproof & sweatproof
- ✓ 10-hour battery life
- ✓ Voice-assistant enabled

“Stay strong, stay smart.”

Available now. Order online and get 20% off with code: **MOVE20**

#PulseBuds #FitnessGear #WirelessFreedom #TrainSmarter

Questions:

What's the main message of the ad?

What emotion or appeal does it use? (freedom, energy, health, style...)

Would you buy this product? Why or why not?

