**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 1: Activity 11**

**PAIRS ACTIVITY**

## **Determine aspects of contemporary customer behaviour**

It’s that moment when you reach for your smartphone

There is no doubt that mobile phones have changed the way consumers around the world interact and access brands.

Did you know that more people in the world own a smartphone than they do a toothbrush?

Or that nearly half of all smartphone owners in Brazil would rather give up water for a day then be without their mobile?

*(Source:* [*http://www.thelisttv.com/the-list/15-mind-blowing-facts-about-your-smartphone*](http://www.thelisttv.com/the-list/15-mind-blowing-facts-about-your-smartphone)*)*

Your challenge

* Watch the video about Google’s ‘Micro Moments of Truth’ and those times when we reach for our smartphones to give us the answers to just about every problem we face. <https://youtu.be/cplXL-E1ioA>
* Next, working in pairs, make a list of all those moments in your day when you reach for your phone. You can use the template below to help you.
* Make some predictions about how the next generation will be using their smartphones in the future.
* Share and compare your thoughts with the rest of the group.

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| **The moment you reach for your smartphone is when:** |
| ‘I want to know’ moments |  |
| ‘I want to go’ moments |  |
| ‘I want to do’ moments |  |
| ‘I want to buy’ moments |  |

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| **What the next generation will use their smartphones for most** |
| e.g. watching 3D movies |  |
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