



Unit 1

Market Survey and Analysis

市场营销英语

English for Sales and Marketing

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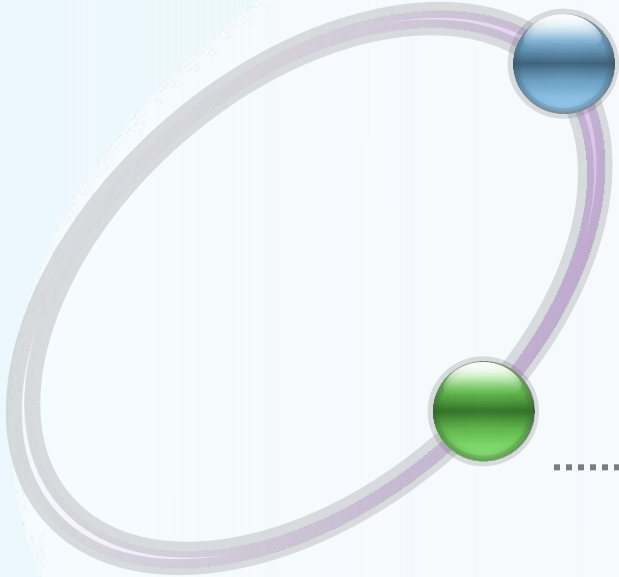
Speaking



Vocabulary and Structure



Warming-up



Warming-up Task 1

Warming-up Task 2



Warming-up: Task 1

The following statements describe the steps one may take to conduct a market research. Arrange them in time order and explain to your partner.

- a. Carry out the data analysis
- b. Define the problem
- c. Carry out the data collection and survey
- d. Develop the actual research design
- e. Prepare the analysis report and presentation
- f. Come up with an approach which aims at solving the identified problem

① ___ > ② ___ > ③ ___ > ④ ___ > ⑤ ___ > ⑥ ___

» 1. b 2. f 3. d 4. c 5. a
6. e



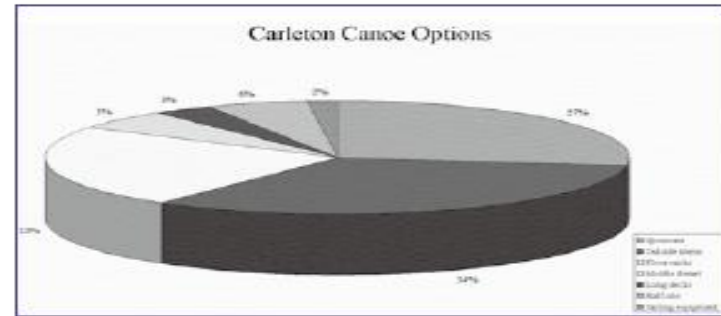
Warming-up: Task 2

While preparing for a market analysis report, you may need data presented in the following forms. Match each form with its corresponding name.

Table 1
Mathematics Level 1 Summary

Level 1	Paper Portfolio	E Portfolio	Multitask
Strengths	Good essay writing skills	Excellent computer skills in MS Word	Excellent computer skills in MS Excel
Age	18 years old	18 years old	18 years old
Occupation	Student	Student	Student
Education	Mathematics, English, and Science	Mathematics, English, and Science	Mathematics, English, and Science
Work Experience	None	None	None
Interests	Reading, Music, and Sports	Reading, Music, and Sports	Reading, Music, and Sports
Skills	Good communication skills	Good communication skills	Good communication skills
Weaknesses	Low computer skills in MS Excel	Low computer skills in MS Excel	Low computer skills in MS Excel
Strengths	Good essay writing skills	Excellent computer skills in MS Word	Excellent computer skills in MS Excel
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Education	Mathematics, English, and Science	Mathematics, English, and Science	Mathematics, English, and Science
Work Experience	None	None	None
Interests	Reading, Music, and Sports	Reading, Music, and Sports	Reading, Music, and Sports
Skills	Good communication skills	Good communication skills	Good communication skills
Weaknesses	Low computer skills in MS Excel	Low computer skills in MS Excel	Low computer skills in MS Excel

A



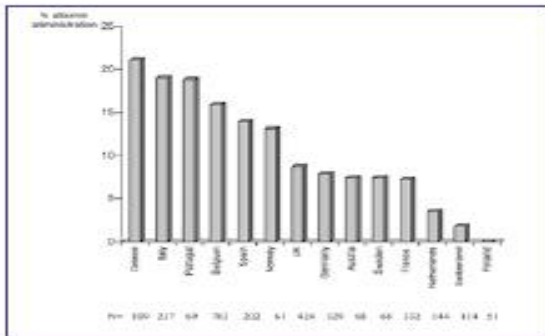
B

1. line chart

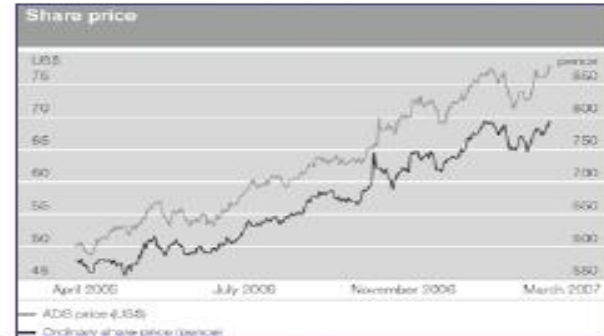
2. pie chart

3. bar chart

4. table chart



C



D

» 1. D

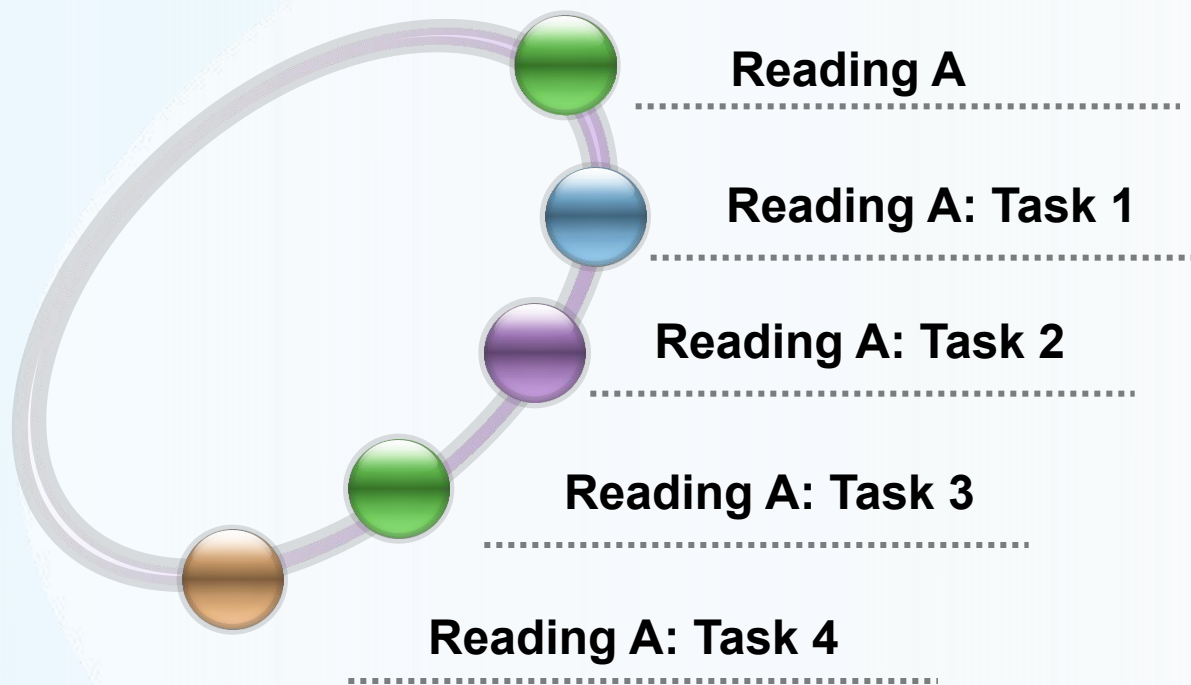
2. B

3. C

4. A



Reading A



For background information, click [HERE](#).



Reading A Background

» Tier system

- ✓ In China, major cities can be divided into tiers based on a number of factors, including population, disposable income, geography, infrastructure, and historical and cultural significance. There is no official government classification of these tiers. One marketer's second tier may be another's third, and vice versa.



Reading A



翻译

Tier Tale: How Marketers Classify Cities in China

Unilever's Lipton Milk Tea is a rare success story in China for marketers trying to move beyond the three first-tier cities: Beijing, Shanghai and Guangzhou, which are home to China's most well-heeled consumers.

Unilever has done a great job with Lipton, especially in terms of classifying cities in China. When marketers enter China, they typically evaluate the country's cities, giving each locale a tier designation—most advertisers use a four- or five-tier system, although one marketer actually has 10 classification levels. A city is assigned to a tier based on the size, purchasing habits, disposable income of its population and so on.



Reading A



翻译

Tier One is reserved for Beijing, Shanghai, Guangzhou and sometimes Shenzhen. Tier Two has about 30 cities, mostly provincial capitals that have a population of more than five million people. Tier Three has about 150 county capitals, each of which has more than one million people. Tier Four covers thousands of towns ranging in size from 100,000 to one million people, and Tier Five includes China's smallest towns and villages.

Even within this general framework, marketers segment China in different ways. Anta, one of China's leading sportswear brands, segments the country into 10 tiers for its retail outlets based on the price of real estate in each town. So Dalian, a seaside resort, ranks as a first-tier city for Anta but would be considered to be the second tier by most marketers.



Reading A



翻译

So we can see that the classification of cities varies depending on a company's products and goals. Everyone has a different understanding of the tiers and there are often great rewards to be gained in lower-tier cities. Lenovo, for instance, is wrapping up a year-long road show that visited 1,000 fourth- and fifth-tier cities and towns. Those areas accounted for much of the company's double-digit growth in China during the past year, despite ongoing price wars with local rivals.

Consumers in cities such as Hangzhou, Shenzhen and Dongguan often have greater spending power than Shanghainese or Beijingers because of their lower cost of living. While that trend lets luxury marketers like Louis Vuitton open profitable shops in a dozen second-tier cities, smaller cities remain an enormous challenge for mass-market brands.



Reading A: Task 1

» Before reading the passage, discuss with your partners what are the criteria used by a marketer to classify cities in China.

- ✔ Population, purchasing power, disposable income, the price of real estate, purchasing habits, transportation, economic growth, economic output, geography, etc.



Reading A: Task 2

- » Because Lipton Milk Tea moved beyond the first-tier cities.
- » They often evaluate cities and assign them to different tiers according to such criteria as size, purchasing habits and disposable income of the population.
- » Four. Beijing, Shanghai, Guangzhou and sometimes Shenzhen.
- » Because their companies may have different products and goals.
- » Because there are great rewards to be gained in those areas.



Reading A: Task 3

Task 3 Decide whether the following statements are true (T) or false (F) according to the passage.

- 1. Advertisers use a four- or five-tier system, while marketers have 10 classification levels.
- 2. Second-tier cities in China are all provincial capitals.
- 3. Consumers in the first-tier cities are considered to be richer than those in other tiers.
- 4. Dalian is classified as the first-tier city by Unilever.
- 5. Luxury marketers only open shops in first-tier cities in China.

» 1. T 2. F 3. F 4. F 5.
F



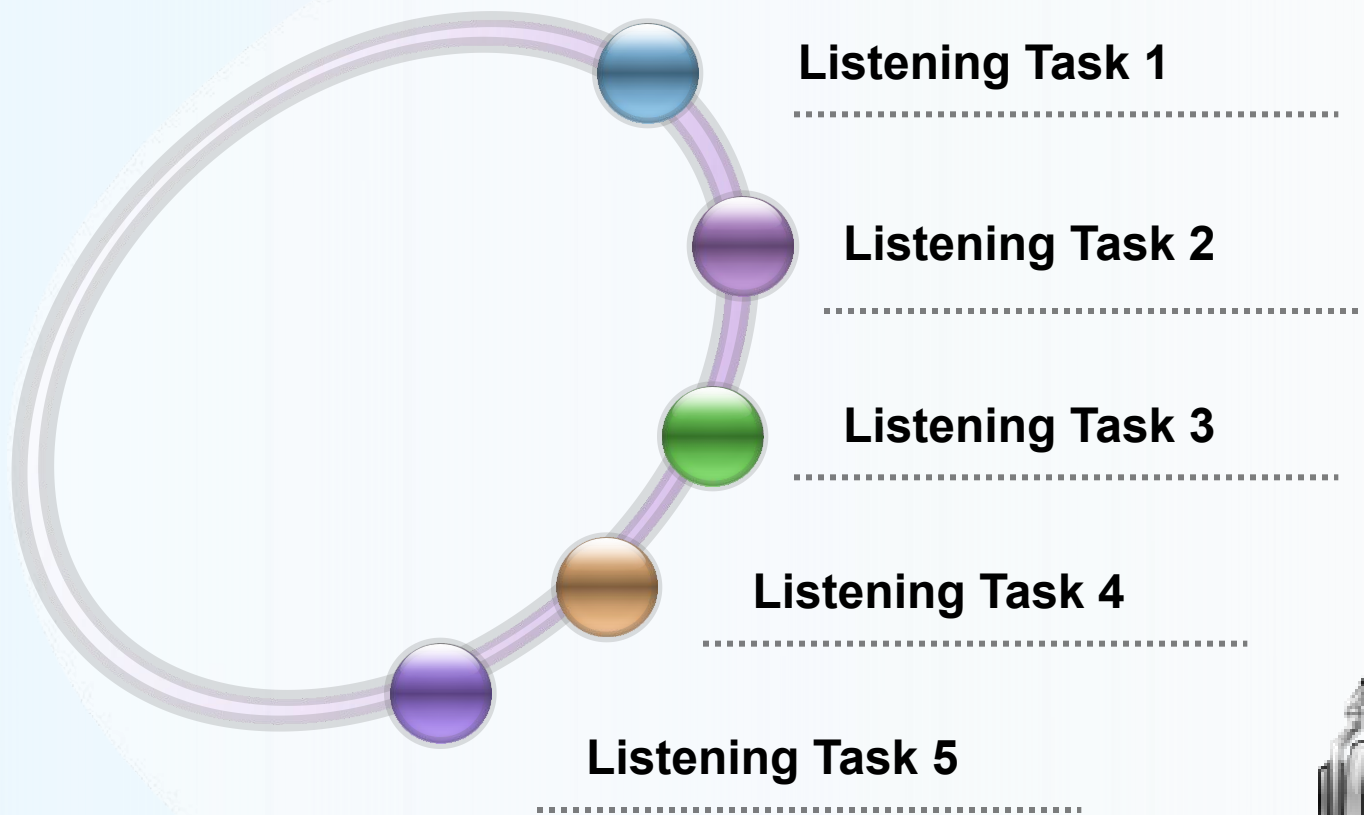
Reading A: Task 4

Can you list other factors accounting for successful marketing besides city classification? Discuss with your classmates and give some examples.

» *(Open answer)*



Listening



Listening task 1



Simon works for Alcon, a detergents company. He is visiting a housewife to conduct a market survey on brands of laundry detergent. Listen to the conversation and choose the best answer to each of the following questions.

1. What does Simon ask the housewife to do?

- A. Fill in a questionnaire.
- B. Answer a few questions.
- C. Buy his laundry detergent.

» 1. B

2. What does Simon want to know?

- A. The brands of laundry detergent the housewife usually uses.
- B. What the housewife often does in her spare time.
- C. Features of different laundry detergents.

» 2. A

3. Which of the following brands is NOT mentioned in the conversation?

- A. Tide.
- B. Persil.
- C. OMO.

» 3. C

4. What brand does Simon sell?

- A. Tide.
- B. Cheer.
- C. Miracle.

» 4. C

New Words and Expressions

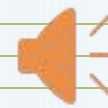
detergent *n.* 洗涤剂

laundry *n.* 洗好的衣物; 洗衣店

come to hand 到手



Listening task 2



- » Two years.
- » It's particularly suitable for washing woolen and silk garments.
- » She likes very much. She thinks it's amazing.
- » The price. Because it's a bit expensive.



Listening task 3



Simon visits a third house. Listen to the conversation and decide whether the following statements are true (T) or false (F).

» 1. F

1. Simon wants the housewife to fill in a questionnaire.

» 2. F

2. The housewife hasn't heard of Miracle.

3. The housewife is satisfied with MG's price.

» 3. T

4. MG provides both powder and liquid detergents.

» 4. F

5. Simon will send the housewife a Miracle sample that afternoon.

» 5. F



Listening task 4



Simon is talking with his manager Alice about the result of the survey. Listen to the conversation and fill in the blanks with what you hear.

market survey

Alice: Good morning, Simon. Did you complete your part of the 1. _____ yesterday?

Simon: Yes. I visited 137 houses in my area.

Alice: What was the 2. feedback? What do they think of our product?

Simon: Less than one third of the consumers are using Miracle. Two thirds hadn't heard of it. I explained the advantages and have sent them some samples. They said that they would be 3. prepared to try it.

Alice: Well done!

Simon: The consumers who are using our product think the price is a little high.

Alice: That's a 4. potential problem. Anything else?

Simon: Some consumers don't have a preference for any particular brand. They just choose whatever is in the supermarket. I think we should do some work with the supermarkets and persuade them to give our products more 5. shelf space

Alice: Good suggestion. Well, Simon, could you write a market survey report on your findings so that we can have a clear picture of what we should do next?

Simon: OK, no problem.



Listening task 5



Alice is talking about the finished survey report with Simon. Listen to the conversation and complete the notes.

Affirmative comments:

Good analysis on 1. _____ channels;

The suggestion of offering free samples is 2. _____;

The analysis of the competition is especially 3. _____

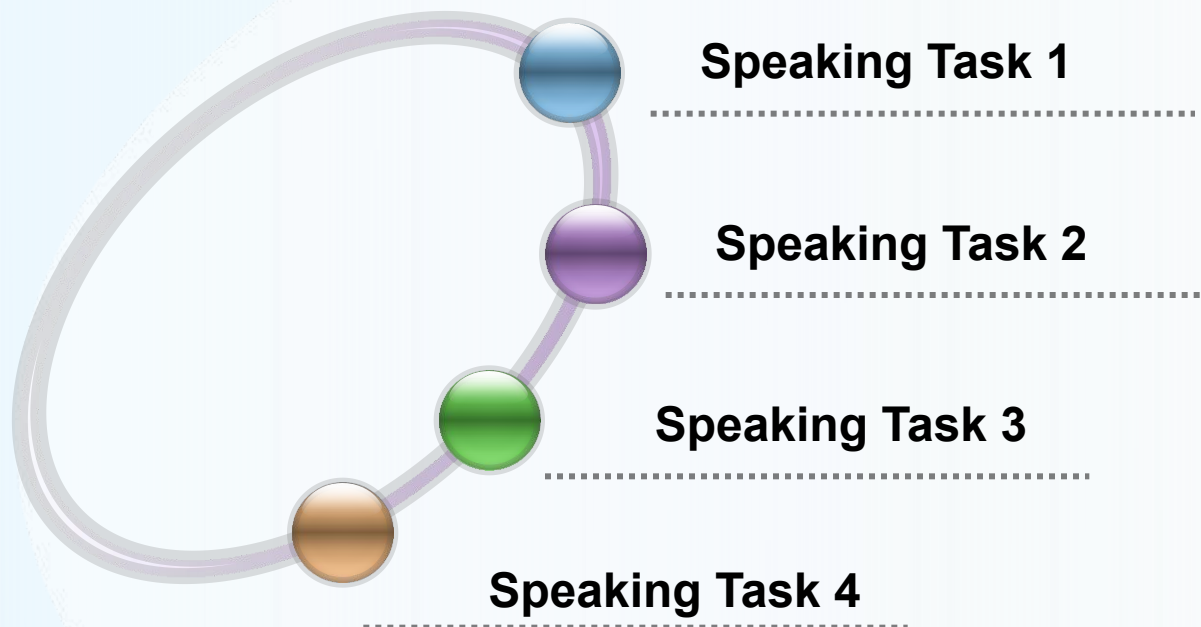
What needs to be improved: 4. _____



- » 1. *distribution*
- » 2. *feasible*
- » 3. *thorough*
- » 4. *spelling*



Speaking



Speaking task 1

Work in pairs. Practice asking for help and making a response. Refer to the following expressions if necessary.

- » A: I wonder if you could help me with this problem.
- » B: Yes, certainly.
- » A: Thanks. That would be a great help for me.

Could I ask you to do...?

Would you please...?

Would you do me a favor by...?

I wonder whether you could...

Not at all.

I'd be glad to.

No problem.

It's my pleasure.

Sorry, I'm pretty busy.

Well, what's it all about?



Speaking task 2

» Sample

A: What kind of clothes do you usually like to buy?

B: I like to buy jeans because they are never out of fashion.

A: What brands do you usually choose?

B: Well, I usually choose Kappa and Nike.



Speaking task 3

» Good morning, everybody. The purpose of this survey is to identify students' clothes buying habits. Forty students were questioned about the brand, style, material and price they would take into account when buying clothes. Thirty students responded that they would choose no-brand clothes due to their comparatively lower prices, and the rest ten would choose some famous brands. Twenty-five students prefer cotton leisure clothes. One reason is that cotton clothes are comfortable; another reason is that they are cheap. When asked the price, 38 students expressed that they would choose affordable clothes. The survey results indicate that price is the key factor influencing students' clothes buying behavior. Leisure clothes are most students' favorite.



Speaking task 4

» Sample 1

✔ A: You've done a great job!

✔ B: Really? I'm so glad you think so.

» Sample 2

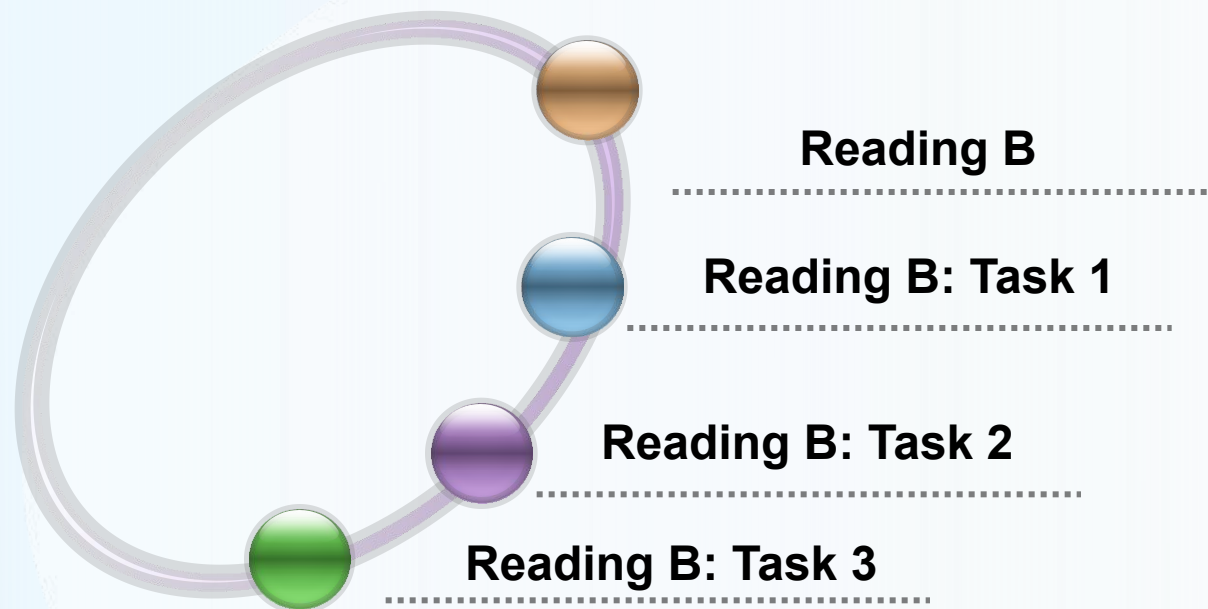
✔ A: I am really disappointed by your lack of effort on this project.

✔ B: I'm terribly sorry. I was in poor health during that period.

✔ A: Oh, but next time you need to be more focused.



Reading B



Reading B



翻译

Questionnaire on Food Purchase

This questionnaire aims to measure people's consumption habits as well as the factors that may influence people's purchasing decisions for functional food products. All information in the questionnaire will be treated with the strictest confidentiality and we guarantee that no information will be revealed that could link a particular respondent to this research.

The questionnaire is divided into three sections. The first section asks questions about the respondent's background; the second section is about people's consumption habits; and the third section asks questions about different influential factors in consumers' purchasing decisions. There is no "right" or "wrong" answer to the questions in this survey. Please take as much time as you need to complete the questions.



Reading B

翻译

Section 1: Respondent's background information

1. Gender

Male

Female

2. Age group

Under 18

25—30

36—40

Above 45

18—24

31—35

41—45

3. Education level

High school or below

Undergraduate

PhD

College

Postgraduate

4. Income per month (RMB)

1,000 or less

2,001—3,000

4,001—5,000

1,001—2,000



3,001—4,000



Reading B

翻译

Section II: Purchasing habits & attitudes

5. Frequency of functional foods purchasing

- Once per week Once per month Once per half year
- Once every 15 days Once every three months Once per year or longer

6. Average spending on functional foods per month (RMB)

- Above 1,000 601—800 201—400 100 or less
- 801—1,000 401—600 101—200

7. Sources of information about the functional foods

- Magazines TV Reference group
- Internet Word-of-mouth Others



Reading B

翻译

Section III: Factors affecting people's purchasing decisions

- Taste
- Organic ingredients
- Specific need
- Promotion
- Price
- Source of nutrients
- Health benefits
- Brand



Reading B: Task 1

- » Suppose you are a respondent of the survey. Complete the questionnaire as directed.
- » (Open answer)



Reading B: Task 2

Task 2 Match the following terms with their Chinese meanings.

1. functional food
2. consumption habit
3. education level
4. influential factor
5. age group
6. health benefit
7. word-of-mouth
8. reference group
9. purchasing decision
10. organic ingredients

- » 1. d
» 2. i
» 3. a
» 4. b
» 5. c
» 6. j
» 7. e
» 8. f
» 9. g
» 10. h

- a. 教育水平
- b. 影响因素
- c. 年龄组
- d. 功能(保健)食品
- e. 口碑
- f. 参照群体
- g. 购买决定
- h. 有机成分
- i. 消费习惯
- j. 健康益处



Reading B: Task 3

Market analysis may take two distinct forms. In the first, it is a method used by investors to look at the market and try to determine whether it is going up or down, in order to make investment decisions. In the second, it is a field used by marketers to analyze the target market of their clients and determine the best courses of action to take, in order to improve sales and profitability.

- » 市场分析有两种不同的表现形式。第一种形式是投资者用以进行市场研究，确定市场走势，以作投资决策的方法。第二种形式是营销商分析目标客户市场并确定能提高销售额和收益率的最佳方案的范围。



Writing

- » The bar chart indicates that different channels for Chinese people to get to know cosmetics.
- » As can be seen from the chart, 84% respondents get to know cosmetics from ads on TV, Internet, newspaper and magazines. This reveals that ads are still the most effective way to promote products. The Internet is becoming a major channel through which people get to know new products. In addition, word of mouth is also a great marketing tool.
- » In brief, advertising still plays a very important role in product promotion, thus manufacturers should focus on both the traditional and new media when advertising their products.



Project

This project enables Ss to go through the whole process of market research. In order to complete it successfully, Ss should use the knowledge and skills they've learned from previous activities. The task requires them to gather information on a certain product they would like to analyze. They need to carry out a market research by handing out questionnaires to their classmates. With a full analysis of customer needs, Ss can summarize the survey results and form a complete idea of their product by writing an analysis report on it.

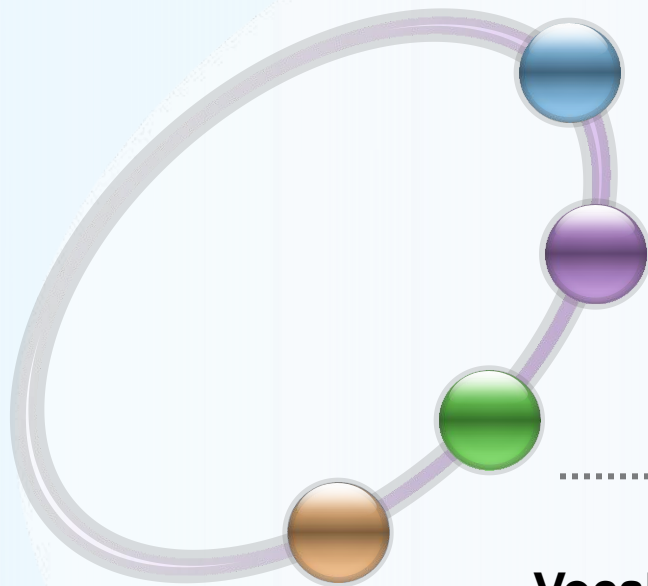
3

Step Three

- Analyze the results of your survey and draw conclusions;
- Give a presentation to the class on the results of your survey.



Vocabulary and Structure



Vocabulary: Task 1

.....

Vocabulary: Task 2

.....

Vocabulary: Task 3

.....

Vocabulary: Task 4

.....



Vocabulary & Structure: Task 1

- Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.
- » 1. outlet a shop, company, or organization through which products are sold
 - » 2. enormous very big in size or in amount
 - » 3. well-heeled rich
 - » 4. resort a place where a lot of people go for holidays
 - » 5. luxury something expensive that you do not need, but you buy for pleasure and enjoyment
 - » 6. guarantee to promise to do something or to promise that something will happen
 - » 7. rival a person, group, or organization that you compete with in sport, business, a fight, etc.
 - » 8. segment to divide something into parts that are different from each other
 - » 9. tier one of several levels in an organization or system
 - » 10. retail the sale of goods in shops to customers, for their own use and not for selling to anyone else



Vocabulary & Structure: Task 2

Fill in each blank with the appropriate form of the word given in brackets.

1. A local telephone service provider typically (typical) provides bills for regional toll calls.
2. Websites in those countries offer digital (digit) copies of the book.
3. The president is responsible for the designation (designate) of ambassadors.
4. You must respect the confidentiality (confidential) of your client's communications.
5. Only 62 percent of respondents (respond) said they were satisfied.
6. He is an investigator sent by the provincial (province) government.
7. We call on people not to use disposable (dispose) chopsticks to protect the environment.
8. Supply should be guaranteed (guarantee) for these products which sell well over a long period of time.
9. Have you read Tom's amazing revelations (reveal) in the newspaper?
10. Our application forms were acknowledged last week so they should be under evaluation (evaluate) now.



Vocabulary & Structure: Task 3

Complete the following sentences with the words or phrases given below. Change the form if necessary.

on average range from in terms of enormous wrap up
account for rival segment locale well-heeled

1. Let's **wrap up** the job and go home.
 2. Jack's father, who is **well-heeled**, gave him a sports car as the birthday gift.
 3. The director is looking for a suitable **locale** for his new film.
 4. The show has a massive audience, **ranging from** children to grandparents.
 5. Afro-Americans **account for** 12% of the US population.
 6. Management of the information system consumes an **enormous** amount of time.
 7. Her **rival** is also competing for this project.
- Do you know how to **segment** an orange?
- On average** the battery will last between 2-3 hours.
10. Staying up late makes him at his worst **in terms of** physical situation.



Vocabulary & Structure: Task 4

Translate the following Chinese into English, using the words or phrases given in brackets.

1. She refused to reveal the contents of the letter. (拒绝透露信的内容). (reveal)
2. Most of their sales are through traditional retail outlets. (是通过传统的零售店进行的). (outlet)
3. It was a bad year for films, in terms of both quantity and quality. (无论从数量上还是质量上). (in terms of)
4. I'd like to quickly wrap up this meeting, (我想赶快把这个会议结束), so I can go to pick up my son. (wrap up)
5. We can't guarantee that the trains can arrive on time in foggy weather. (准时到达). (guarantee)



Reading A Translation

分级故事：营销商如何划分中国城市等级

有些营销商正在努力将其在华业务扩展到除北京、上海、广州这三个富人聚集的一线城市以外的地方。联合利华旗下的立顿奶茶成为此举中为数不多的成功者。

联合利华的立顿奶茶做得非常出色，尤其在中国城市划分方面。当营销商进入中国市场，他们通常都会对中国的城市进行评估，并划分级别。广告商大都将中国城市划分为4或5个等级，而营销商则将其划分为10个等级。一个城市划分到哪个等级取决于该城市人口的数量、购买习惯和可支配收入等因素。



Reading A Translation

一线城市包括北京、上海、广州，有时还包括深圳。二线城市有30个左右，主要是人口超过500万的省会城市。三线城市有150个左右，是人口在100万以上的县城。四线城市包括数千个城镇，人口从10万到100万不等。五线城市则包括了最小的城镇和村庄。

即便在这样一个整体框架之下，营销商对中国的市场细分方式还是有所差别。作为中国主要运动品牌之一的安踏，根据各城镇的不动产价格将全国划分为10个等级，为其设立零售店提供依据。因此海滨旅游胜地大连被安踏划为一线城市，而大多数营销商则将其划为二线城市。



Reading A Translation

由此我们可以看出，城市的等级划分方式因公司产品及目标的不同而有所差异，各公司对等级有着不同的理解。在一些级别较低的城市，经常也有丰厚的利润回报。例如，联想即将结束其长达一年、覆盖1000多个四、五线城镇的巡回宣传活动。虽然联想与当地同行的价格战仍在持续，但这些地区的经济回报对联想去年在中国实现两位数的增长功不可没。

杭州、深圳、东莞等城市的消费者，由于其生活成本低于上海、北京的消费者，因此，其购买力也相对较强。尽管这一趋势让一些奢侈品牌，如路易·威登，在一些二线城市有利可图，但大众品牌若要在小城市盈利仍存在巨大的挑战。



Listening task 1 Script



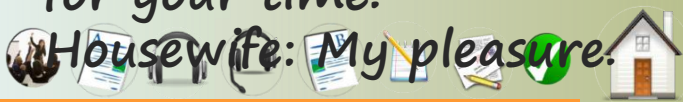
- » Simon: Good morning, madam. I am Simon Brown from Alcon. I'm doing a market survey on laundry detergents. I wonder if you would mind answering a few questions.
- » Housewife: Do come in. What information do you want, Simon?
- » Simon: I'd like to know which brands of laundry detergent you usually use.
- » Housewife: I usually buy brands like Cheer, Persil, Tide and... Oh, I can't remember.
- » Simon: But don't you have a preference for any particular brand?
- » Housewife: Not really. I'm usually in a hurry and just pick up whatever is at hand so long as I recognize the brand.
- » Simon: So that means you buy whichever brands the supermarket chooses to supply?
- » Housewife: Yes.
- » Simon: Have you bought the brand Miracle?
- » Housewife: Sorry, I haven't heard of it.
- » Simon: Maybe you could try it next time.
- » Housewife: Yes, I will if I see it.



Listening task 2 Script



- » Simon: Good morning, madam. I am Simon Brown from Alcon.
- » Housewife: Yes?
- » Simon: I am conducting a market survey. I wonder whether you could give me some information about the brands of laundry detergents that you use.
- » Housewife: Sure, please come in.
- » Simon: Have you ever used the brand Miracle?
- » Housewife: Yes, in fact I've been using it for the last two years.
- » Simon: Wow, you are a loyal consumer. What do you like about it?
- » Housewife: Well, apparently it doesn't damage protein-based fibers so it's particularly suitable for washing woolen and silk garments.
- » Simon: Yes, what else?
- » Housewife: The scent. Miracle smells amazing. Even a week or so after washing, the clothes still smell fresh.
- » Simon: Thank you. It is good to know we have such a happy customer. I'd better ask though, is there anything that you're not pleased with?
- » Housewife: Only the price. It's a bit expensive!
- » Simon: I see, but of course it is very good quality. Well, thank you for your time.
- » Housewife: My pleasure.



Listening task 3 Script



- » Simon: Good afternoon. I am Simon Brown from Alcon. Could you help me to do a market survey on laundry detergents?
- » Housewife: OK. Do I have to fill in a questionnaire?
- » Simon: Not exactly. I'm taking notes on consumer's experiences with various brands. Actually our company makes Miracle. Have you heard of it?
- » Housewife: Yes, I have.
- » Simon: Have you used it?
- » Housewife: No, not yet.
- » Simon: Then what brand are you using now?
- » Housewife: I use MG.
- » Simon: Why do you choose MG?
- » Housewife: My friend had recommended it to me. Then, one day I was given a sample while shopping. I tried it and found it works well. It removes most stains and cleans effectively. And, it's not too expensive.
- » Simon: Is it powder or liquid?
- » Housewife: Powder. MG doesn't come in a liquid form.
- » Simon: Well, madam, maybe you could try Miracle. We provide both powder and liquid detergents. Both of them function very well. They can even remove tough grease.
- » Housewife: That's good. Do you have a sample for me to try?
- » Simon: Sorry, I haven't brought any samples today. But I'll send you some tomorrow morning.
- » Housewife: Great. Thank you very much.
- » Simon: You're welcome.



Listening task 4 Script



- » Alice: Good morning, Simon. Did you complete your part of the market survey yesterday?
- » Simon: Yes. I visited 137 houses in my area.
- » Alice: What was the feedback? What do they think of our product?
- » Simon: Less than one third of the consumers are using Miracle. Two thirds hadn't heard of it. I explained the advantages and have sent them some samples. They said that they would be prepared to try it.
- » Alice: Well done!
- » Simon: The consumers who are using our product think the price is a little high.
- » Alice: That's a potential problem. Anything else?
- » Simon: Some consumers don't have a preference for any particular brand. They just choose whatever is in the supermarket. I think we should do some work with the supermarkets and persuade them to give our products more shelf space.
- » Alice: Good suggestion. Well, Simon, could you write a market survey report on your findings so that we can have a clear picture of what we should do next?
- » Simon: OK, no problem.



Listening task 5 Script



- » Alice: Come in, Simon. Have a seat, please.
- » Simon: Thank you.
- » Alice: I've read your report. Good analysis on distribution channels. And your suggestion of offering free samples is feasible. Most importantly, your analysis of the competition is especially thorough. It'll be very helpful if we decide to push for a price adjustment. You've done a good job, Simon. Thank you.
- » Simon: Thank you, Alice.
- » Alice: Oh, by the way, Simon, did you type the report yourself?
- » Simon: Yes. Is there a problem?
- » Alice: I'd appreciate it if you would run it through spell check next time.
- » Simon: I'm sorry, Alice.
- » Alice: That's all right. I've corrected the spelling this time. But do be careful in the future, OK?
- » Simon: I will. Thank you very much.



Reading B Translation

» 关于食品选购的问卷调查

- ✔ 本问卷旨在调查受访者的消费习惯以及在选择功能食品时影响他们决策的因素。本问卷中的所有信息将严格保密，保证不会泄漏与某一特定调查对象有关的任何信息。
- ✔ 本问卷由三部分组成：第一部分调查受访者的背景信息，第二部分调查受访者的消费习惯，第三部分调查影响消费者购买决策的各种因素。本问卷中各调查项答案无“对”、“错”之分。答题时长不限。



Reading B Translation

» 第一部分：受访者背景信息

✓ 性别

男

女

✓ 2. 年龄段

18岁以下

25-30岁

36-40岁

45岁以上

18-24岁

31-35岁

41-45岁

✓ 教育程度

高中以下（含高中）

本科

博士

大专

硕士

✓ 月收入（人民币）

1,000及以下

2,001—3,000

4,001—5,000

1,001—2,000

3,001—4,000

5,001及以上



Reading B Translation

» 第二部分：购买习惯及态度

✔ 购买功能食品频率

每周一次

每月一次

每半年一次

每两周一次

每三个月一次

每年（或多于一年）一次

✔ 每月平均购买功能食品费用（人民币）

1,000以上

601—800

201—400

100及以下

801—1,000

401—600

101—200

✔ 7. 获取功能食品信息的渠道

杂志

电视

参照群体

互联网

口碑

其他



Reading B Translation

✔ 第三部分：影响购买决策的因素

味道

价格

有机成分

营养功能

具体需求

健康益处

促销

品牌





Thank You !

市场营销英语

English for Sales and Marketing