A QUESTION OF BEHAVIOUR

How do your customers behave?



What *do you learn from studying customer flow?*

Where *do you get information about customer behaviour?*

How *do you use this information?*

When *do you know it's time to change the range?*

Why *is it important to understand your customer's behaviour?*

Question Forms

Yes/No questions

• Is he a manager? Yes he is. • Can you finish that report? No, I can't. • Have you got a computer? Yes I have.

To form yes/no questions where there is an auxiliary verb or a modal verb, we invert the word order of a positive sentence. (He is a teacher > Is he a teacher?)

When there is no auxiliary verb we use 'do' to form the question.

• Do you eat Reindeer? No I don't. • Does she know you?. Yes she does.

With question words

The same rules apply when there is a question word ('what', 'where', 'when', 'why', 'who', 'which', 'how')

• Where is the report? • What can you contribute? • Who has just arrived?

Where there is an auxiliary or modal verb, that verb is used to form the question.

• How did you get here? • When does your manager get back? • How much does it cost?

Where there is no auxiliary verb, we use do.

Subject/Object questions

Sometimes you might see questions like this.• Who broke the photocopier?• What happened next? • Who told you that? **There is no auxiliary verb and the word order is not inverted.** These are called **subject questions** – because the question word is the subject of the sentence.
Look at these two questions:Who does Romeo love? Romeo loves Juliet. • Who loves Romeo? Juliet loves Romeo.In the first question, Romeo is the subject of the verb. In the second question 'who' is the subject and Romeo is the object.

Customer survey

Prepare a ten question survey using the correct question forms. The aim of your survey is to find out more about customer behaviour.

Ask the questions to your teacher and he will answer from the view of his / her most recent trip to Ikea.

Uncountable Nouns



'**Behaviour**' is an **uncountable** noun - Uncountable nouns are materials, concepts, information, etc. which are not individual objects and can't be counted. Uncountable nouns are **always singular**.

We **don't use the indefinite article** 'an, a' with uncountable nouns.

The following words are also uncountable. **Use each one in a sentence about customer behaviour.**

Advice - Information - News - Equipment - Furniture - Money - Storage

Strange Behaviour



Do you know the story of the Ikea monkey?

What stories can you tell about strange customer behaviour in your store?

Read the article on this page - http://mediadecoder.blogs.nytimes.com/2012/11/11/ikea-to-unveil-catalog-with-interactive-features/

What do you think Ikea will learn about customer behaviour through this initiative.

What questions could you ask your customers about their use of media and their online shopping habits which could help you to improve your communication?