**Factors affecting consumer decisions:**

**How do each of these factors affect consumer decisions?**

**CONVENIENCE**

**MARKETING**

**FINANCE**

**PRICE**

**ENVIRONMENT**

**AGE**

**SERVICE**

**GENDER**

**Discuss the following statement:**

**Price is the most important factor affecting consumer decisions**

**How do you write a discussion?**

**Purpose:** To examine issues from more than one perspective and make recommendations based on evidence. For example, are there other factors that also influence consumer decision?

**Structure:**

Opening statement presenting the issue

Arguments, for and against, including evidence for different points of view (elaboration)

Concluding statement and (optional) recommendation

**Language features:**

Use of words and phrases such as moreover, however, thus, in addition, similarly, and in contrast.

Use terms and phrases with strong modality for your best arguments, e.g. must, should.

Use terms and phrases with weaker modality for weaker arguments, e.g. perhaps, may.

**Preparing for writing…**

**Brainstorm:**

Price is the most important factor affecting consumer decisions.

Arguments that support this statement

Arguments that oppose this statement

Discuss the following statement:

Price is the most important factor affecting consumer decisions

**Statement of Issue:**

Definition

Background

Preview

Arguments For:

Point

Elaboration

Arguments Against:

Point

Elaboration

Arguments For:

Point

Elaboration

Arguments Against:

Point

Elaboration

Conclusion: