Exercise 25

Read the text and choose the correct heading for each paragraph from the list of headings below.
There are more headings than paragraphs, so you will not use all of them.
You cannot use any heading more than once.

List of headings

A) Power of social proof
B) When emotions take control
C) The fear of missing out
D) The effect of past choices
E) Advertising tricks that work
F) Habits vs. conscious choice
G) Discounts and urgency
H) Why brand names matter

THE PSYCHOLOGY BEHIND CONSUMER DECISION-MAKING

1. Consumers often believe they make choices based on logic, but emotions strongly influence decisions. Feelings of excitement, fear, or comfort can drive someone to buy a product without fully analyzing the need. For example, seeing a heartwarming commercial might create a positive emotional link, pushing people to purchase simply because it "feels right."

2. People tend to follow others, especially when they're unsure. Reviews, star ratings, or product popularity send a signal that something is trustworthy. This idea, known as "social proof," explains why crowded restaurants attract more customers and why a product with many positive reviews sells faster than one with none.

3. Brands often create a sense of urgency by using words like "limited offer" or "only 2 left in stock." These messages trigger a fear of missing out and push people to act quickly. Shoppers may not take time to evaluate whether they need the item—they just want to avoid losing the opportunity.

LIVEWORKSHEETS