

### Grammar focus task

Look at these sentences from the text. Without looking back, fill in the gaps using the correct form of the verbs in brackets.

- 1 This is surprising given that organisations invest huge amounts of money in .....  
(*develop*) packaging that they believe is effective.
- 2 This requires comparatively little effort, and involves ..... (*look at*) – and .....  
(*think about*) – only a small amount of the product information and packaging.
- 3 Under heuristic processing, for example, consumers may simply need .....  
(*be able to*) distinguish the pack from those of competitors.
- 4 Consumers will want ..... (*be able to*) compare the product with its competitors.
- 5 The role of packaging is likely ..... (*be*) very different.
- 6 People vary in the extent to which they enjoy ..... (*think*).
- 7 Prompting deeper level thinking that would include ..... (*make*) comparisons with  
other products.
- 8 Conversely, getting consumers ..... (*change*) brands may involve .....  
(*develop*) packaging that does stimulate systematic processing and thus encourages  
consumers ..... (*challenge*) their usual choice of product.