

### Shopping: The new tactics to get you spending.



People are aware of the ways shops make them spend their money, but the retailers<sup>1</sup> are always trying to create new tactics. Many of us have realised the tricks that shops use to increase our impulse into buying, but it doesn't stop us.

"We're all children when it comes to shopping," says money saving expert Martin Lewis.

"It's their job to make money and it's your job to stop them making money."

Why are sweets and chocolate always near the cash registers? Why do they put the bread and milk at the back of the shop so you have to walk through many aisles<sup>2</sup> to reach them? One of the retailers' strategies is the place where products are shown. This tactic is useful to make people buy things they don't need by creating the necessity.

Some other retailers' strategies is to mix things up. In this way shops try to persuade us into buying some clothes or articles since many other clients have looked at them. This trick makes customers to be eager to get any kind of products because they are popular.

So, you need a shopping list, before you go shopping. And never buy on the day you see something you like since your impulse can make you waste your money. You have to be really conscious when buying something and don't let your impulse control your mind. Besides, technology is another effective tool

<sup>1</sup> Retailer: a person or business that sells things directly to clients for their own use.

<sup>2</sup> Aisle: a passage where people walk through a store, market, etc.

used by the shops to attract people's attention and persuade them to acquire their products. Digital screens and special effects appeal to clients to come back to a specific shop and buy a certain product.

1. a After reading the text circle the sentences: T (true) or F (false):

- 1) Retailers are inventing new tactics to make people spend their money. T / F
- 2) When clients are conscious of the retailers' tricks, clients control their impulse of buying. T / F
- 3) Shops use the space as a tool to make people buy some products. T / F
- 4) Clients do not like to buy popular products. T / F
- 5) Some products are placed in a messy way to show that they are popular. T / F
- 6) A good strategy to avoid buying things in a compulsive way is to bring a shopping list. T / F
- 7) If you like an article very much, don't buy it immediately! T / F
- 8) The place where articles are shown in a shop, and technology are the only two tactics used by the retailers mentioned in this article. T / F
- 9) Technology is a useful means to persuade clients into buying products. T / F
- 10) Clients feel attracted by digital screens. T / F