


a  10.1 Listen to an interview with a retail expert.
Number the images in the order they are mentioned.



1


2



3

4



b  Work in pairs. Answer the questions.

- 1 What aspect of shopping psychology do you think each image relates to?
- 2 In what other ways do stores try to get us to spend money?

a Match items 1–6 to a–f according to the audio. What is the purpose of each retail trick?

- | | |
|---------------------|----------------------|
| 1 beds | a disorderly piles |
| 2 computer products | b aluminum tables |
| 3 fish and meat | c purple packaging |
| 4 men's products | d pillows and duvets |
| 5 silk scarves | e big pine tables |
| 6 premium brands | f back of the store |