

## SECTION 4 (19')

### CUSTOMER PSYCHOLOGY

Plainfield community center Classes and Activities (without example )

(31-35)

You will hear a lecture about customer psychology.

Lecture: An (1) \_\_\_\_\_ of customer (2) \_\_\_\_\_ is an invaluable aid for (3) \_\_\_\_\_ looking for ways to increase (4) \_\_\_\_\_. Much can be done to the store (5) \_\_\_\_\_ to encourage shoppers to (6) \_\_\_\_\_ longer and spend more (7) \_\_\_\_\_. The first (8) \_\_\_\_\_ to consider is the (9) \_\_\_\_\_ organization of the store. (10) \_\_\_\_\_ of (11) \_\_\_\_\_ has a great deal of (12) \_\_\_\_\_ on what customers buy. For example, a common practice among retailers is to place the store's (13) \_\_\_\_\_ merchandise near the (14) \_\_\_\_\_ of the store. In order to get to these (15) \_\_\_\_\_ items from the front (16) \_\_\_\_\_, customers have to walk down (17) \_\_\_\_\_ filled with merchandise that they might not see otherwise. (18) \_\_\_\_\_ are also used to (19) \_\_\_\_\_ customers through particular (20) \_\_\_\_\_ of the store. Retailers choose carpets not only for their (21) \_\_\_\_\_ or (22) \_\_\_\_\_ value, but also because (23) \_\_\_\_\_ or other types of (24) \_\_\_\_\_ in the carpets can subtly (25) \_\_\_\_\_ shoppers in certain (26) \_\_\_\_\_. Besides encouraging shoppers to go to certain areas of the store, retailers also want to keep them in the store longer. One way to do this is to provide

comfortable (27) \_\_\_\_\_ throughout the store, but not too close to the (28) \_\_\_\_\_. This gives customers a chance to (29) \_\_\_\_\_ and then continue shopping.

Retailers can do a number of things to create a pleasant (30) \_\_\_\_\_ in the store, thereby encouraging more (31) \_\_\_\_\_. (32) \_\_\_\_\_ is commonly used, not as (33) \_\_\_\_\_, but as a (34) \_\_\_\_\_ influence. It can (35) \_\_\_\_\_ the customers' pace through the store, making them spend more (36) \_\_\_\_\_ shopping and, consequentially, making more purchases. (37) \_\_\_\_\_ are also used in various ways. Everyone has had the experience of being drawn into a (38) \_\_\_\_\_ by the smell of fresh (39) \_\_\_\_\_. Experiments have been done with other types of (40) \_\_\_\_\_, as well. For example, the scent of vanilla has been used to increase sales in (41) \_\_\_\_\_ stores.

(36-40)

Use of (42) \_\_\_\_\_ is another important aspect of store environment. Certain colors can affect (43) \_\_\_\_\_ as well as (44) \_\_\_\_\_. Light (45) \_\_\_\_\_, for example, has been found to have an interesting effect on customer (46) \_\_\_\_\_. People shopping in an (47) \_\_\_\_\_ where light purple is the (48) \_\_\_\_\_ color seem to spend money more than shoppers in other environments. (49) \_\_\_\_\_ is a color that's often used in (50) \_\_\_\_\_ restaurants. It encourages customers to (51) \_\_\_\_\_ faster, making (52) \_\_\_\_\_ for the next group of diners. (53) \_\_\_\_\_, on the other hand, is a (54) \_\_\_\_\_ color. It gives customers a sense of security, so it's a good color for any (55) \_\_\_\_\_ to use. In addition to using color to create (56) \_\_\_\_\_ and affect customer behavior, color can also be used to (57) \_\_\_\_\_ certain kinds of customers to a business. Stores that cater to a younger (58) \_\_\_\_\_ should use (59) \_\_\_\_\_,

(60) \_\_\_\_\_ colors, which tend to be attractive to (61) \_\_\_\_\_ people. Stores that are interested in attracting an (62) \_\_\_\_\_ clientele will have more success with (63) \_\_\_\_\_, (64) \_\_\_\_\_ colors, as older people find these colors more (65) \_\_\_\_\_.