

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) _____.