

VOCABULARY

advertising

1 A  Choose the correct word or phrase to complete the sentences.

- 1 Otis is a **bargain** / **a deal** / **an offer** hunter. He only buys stuff if it's cheap.
- 2 I read reviews before I **do** / **make** / **buy** a big purchase.
- 3 Aziza usually buys whatever is on **deal** / **offer** / **cheap** at the supermarket.
- 4 I don't pay attention to advertisements, but my friends' **power** / **influence** / **effect** what I buy.
- 5 We should book tickets now. The website says there's limited **number** / **available** / **availability**.
- 6 Brand **faith** / **trust** / **loyalty** isn't important to Jamal. He buys whatever is inexpensive.

B Complete the quiz with the words in the box.

brand consumer good hunter influence
limited purchase quality worth

What kind of shopper are you?

• Do you often buy products advertised on TV?

- A Yes – If it's a ¹ _____ deal.
B Only if I was already thinking of getting it.
C No, advertisements don't ² _____ me at all.

• Do you read reviews of products before you buy them?

- A It depends. If I see something with ³ _____ availability, I'll buy it in case it sells out quickly.
B Yes, always before I make a ⁴ _____.
C No, I always buy from companies I know.

• Do you often buy luxury brands?

- A No, it's not ⁵ _____ paying a lot of money for a label when I can buy the same thing for less.
B Yes, expensive products are usually better ⁶ _____ and last longer than cheaper ones.
C Sometimes, it depends if it's a brand that I like.

Mostly As: You are a bargain ⁷ _____. You don't like spending a lot of money.

Mostly Bs: You're a smart ⁸ _____. You don't make decisions on the spot.

Mostly Cs: For you ⁹ _____ loyalty is more important than price.

money

2 Complete the sentences with one word in each gap.

- 1 Maxime gets a fifteen percent d_____ on tickets because he works at the theatre.
- 2 Last year the company made a l_____ of €2 million, so it really needs to do better this year.
- 3 There are plans to increase course f_____ for students.
- 4 Instead of giving me a present, Joel made a d_____ to my favourite charity.
- 5 Is there a c_____ for using the hotel pool?
- 6 My new shoes were a b_____. Usually, they cost £75, but I got them for £40!
- 7 I sold my car for twice what I bought it for, so I made a nice p_____.
- 8 Keep your r_____ in case you want to return it.
- 9 How much is the train f_____ to Marseille?
- 10 I took the radio back and I got a full r_____.