3b

Read

A. Discuss.

- Do you ever spend more money shopping than you intend to? If so, why do you think that happens?
- Do you think that retailers influence how much you spend while shopping? How?

B. Read the text quickly without paying attention to the missing sentences. What is the purpose of the text?

a. to advise people about how to make the most of their shopping trips
b. to inform people about the best places to shop
c. to advise people that they should be more careful when they are shopping
d. to warn people of the dangers that are involved when shopping

BEWARE!

Retailers are tricking you into spending more money!

Have you ever wandered into a shop with a list of a few things, only to come out with twice as much stuff? There is a reason for this. (1) ◯ And they work!

Smell is a common trick used to get shoppers spending. Most supermarkets now welcome customers with the smell of fresh bread or roast chicken to make you hungry, in which case you are much more likely to buy food. Imagine if you're starving! Many restaurants and fast food outlets use the same trick and send kitchen smells onto the street to attract more customers.

(2) ◯ More popular items are usually in the middle of aisles so that you have to walk further, past more products to reach them. Products that shops want to promote are placed at eye-level or at the end of aisles to get maximum attention. Many companies pay shops to place their products there.

Have you ever noticed that certain shelves in shops look untidy, as if customers have been moving everything around? (3) ◯ You may think that people would be put off by this but retailers often make areas look untidy, so that customers believe they are looking at 'reduced-price' products or a very popular promotion.

Even the way floors are designed can make you spend more. In many supermarkets, the tiles in aisles with expensive items are smaller so that it sounds as if your trolley is moving faster, which makes you slow down and spend more time in that area. (4) ◯ Other shops remove windows, so that you have less connection with the outside world and are more likely to spend more time shopping. If you can't see that it is getting dark outside, you are more likely to take your time inside the shop.

Retailers would quickly go out of business if we walked straight in, bought what we needed, then walked straight out again. (5) ◯ Similarly, in clothes shops, fitting rooms and cash desks are usually far from the entrance. Shopping malls usually have complicated floor plans so that it's easy to get in, but harder to find your way out. Also, separating escalators between floors means you have to walk around the mall to go up to another level. The more time you spend inside, the more money you are likely to spend.

(6) ◯ Don't let them get away with it!

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C. Read the text again. Complete the gaps 1-6 with the sentences a-g below. There is one extra sentence which you do not need to use.

TIPS!

- First read the whole text in order to get an overall idea.
- Carefully read the sentences before and after each gap and the given sentences (a-g).
- Look for clues in both the text and the given sentences. Pay attention to reference items (it, they, this, there, etc.) and identify what they refer to as well as sentence linkers (however, furthermore, therefore, etc.). This will help you understand the text.
- Remember: the correct option must logically complete the writer's meaning and grammatically fit the gap.

a. Many shops use carpets to slow your speed.

b. The way that products are displayed also plays a very important role.

c. Retailers are playing with your mind.

d. Retailers have been using different techniques to increase their sales for years.

e. This is why in food shops major items such as bread and milk are placed at the back.

f. However, customers tend to buy more than what they need.

g. This is not by accident.

D. Look at the highlighted words in the text and try to guess what they mean. Then match them with the meanings 1-8 below.

1. difficult to understand: _____
2. a basket on wheels: _____
3. a person or business that sells goods: _____
4. increase the sales or popularity of something: _____
5. a space for walking between two rows of shelves or seats: _____
6. moving stairs: _____
7. the greatest that is possible: _____
8. feeling very hungry: _____

E. Discuss.

- Have you ever noticed any of these retailers' tricks in the places where you go shopping?
- Can you think of any other tricks which retailers play to make you shop more?

Watch the video and answer the following questions on Past Simple, Present Perfect and Present Perfect Continuous.

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Grammar

Present Perfect Simple vs Past Simple

*A: **Have** you **read** this book yet?*
*B: Yes, I **read** it yesterday.*

Present Perfect Simple - Present Perfect Continuous

*Julia **has been baking** cakes all morning.*
*She **has baked** three cakes so far.*

Complete with the Past Simple, the Present Perfect Simple or the Present Perfect Continuous of the verbs in brackets.

1. A: Sorry I'm late!
   B: I _____ (wait) here since three o'clock.
   A: Sorry. OK?
   B: Where _____ you _____ (be)?
   A: Trying to get here! The traffic _____ (be) terrible.
2. A: How long _____ you _____ (work) at this restaurant?
   B: Just six months. I _____ (start) work in June.
   A: So, is this the first restaurant you _____ (work) at?
   B: Yes, it is.
3. A: Julia and I _____ (see) Tony last night.
   B: Really? I _____ (not see) him for years. Is he still living in Oxford?
   A: I _____ (not ask) him.
4. A: Hey, Claire, stop for a minute. We _____ (go) up and down the same aisles since we _____ (get) here. Haven't you got a shopping list?
   B: I _____ (forget) to make one but that's not the problem. I just can't find what I want. This new supermarket seems complicated. I think they _____ (place) the items in a weird order.

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