Task 4. Read the text below. Choose from (A-H) the one which best fits each space (17 - 22). There are two choices you do not need to use.

Who's playing mind games with you?

Designing a shop is a science, as we found out when we did some research

A bit of retail therapy is supposed to be good for you. You stroll round the shops at leisure, try on items which catch your eye, make those purchases you've been meaning to get for ages. But who's really making the choices? You're certainly picking up the bill, (**17**)_____.

We all know how supermarkets use the smell of baking around the store to draw shoppers in and how soothing music can make you stay longer (**18**)_____. These kinds of techniques have been around for a while, but there's evidence that their use is growing. Tim Denison, (**19**)_____, confirmed this increase and he let me in on some of the secrets of the retail sector.

The shops are clearly far more sophisticated than you might think. The minute you walk through their front doors, (**20**)_____. In fact this can start before you even get that far, with warm air over the doorway to encourage you in.

There are a lot of ways shops can make you come in or stay a bit longer, (**21**)_____is in the way it differentiates between women and men. A woman entering a shop might well find party clothes, with lots of frills and special materials, at the front. 'The key to effective retailing for women,' explains Tim, 'is to make the buying of clothes an engaging experience.'

Whereas, men prefer a straightforward shopping experience and often seek to replace worn-out items with the same product. Men's stores are designed to provide an easy and no-frills shopping experience to accommodate this preference. The goal is (**22**)_____and make it as Spartan as possible, according to Tim, acknowledging that men typically dislike shopping.

A while faster tunes are designed to keep you on the move

B but where the art is really catching on

C but the shops could be having a bigger say than you think

D to simplify the process

E to help you to practice your dancing

F who is a retail psychologist

G most of your senses are attacked

H making your stay more interesting

LIVEWORKSHEETS