

Unit 4.4: The Psychology of Shopping

Listening Activity

A. Multiple Choice

1. What items are placed at the entrance of the supermarket?

- a) Bread and cakes
- b) Flowers, newspapers, sandwiches
- c) Fruit and vegetables

2. Why is the entrance arranged like a small shop?

- a) To make the supermarket look bigger
- b) To make it easy for busy people to grab what they need quickly
- c) To show the most expensive items first

3. Why is the fruit and vegetable section near the start of the store?

- a) It stops them from getting squashed under heavy items
- b) It's close to the checkout
- c) There is more space there

4. Why does the bakery section attract shoppers?

- a) It has bright lights
- b) It is near the entrance
- c) The smell of fresh bread draws them in

5. Where is the bottled water located?

- a) Next to the bakery
- b) In the middle of the store
- c) At the very end of the store

B. True / False

6. Shoppers often return for their weekly shopping because the entrance is convenient.

True

False

7. Ready meals are placed at eye level so customers will notice them.

True

False

8. The supermarket makes it difficult for customers to pick up more items than they planned.

True

False

C. Short Answer

9. What can customers do themselves in the fruit and vegetable section?

10. What essential food item is found by following the smell?

11. What items do customers often add to their trolley while waiting at the checkout?

D. Classifying Area

Store Area	Reason
Entrance	
Fruit and Veg	
Ready Meals	