

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

<i>Store Area</i>	<i>Reason</i>
Entrance	
Fruit and Veg	
Ready Meals	