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.

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.

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_____.

LIVEWORKSHEETS