

A

In a supermarket



SHOPPING & MONEY

How do supermarkets make us¹ spend more money?

They put **fresh**² bread, as it smells lovely, near the **entrance**³ to make us feel hungry – and hungry shoppers spend more. They also rearrange things and put them in different places; this makes us spend more time in the store and that means spending more money. They put sweets and chocolate near the checkout, so it is easy to add bars of chocolate to our basket or trolley while we are waiting in the **queue**⁴. And they put the most expensive **items**⁵ on the middle shelves where you are more **likely**⁶ to see them. And be careful of **special offers**⁷, e.g. three for the price of two. People often buy more than they need and **throw away** half of it.



¹ cause us to do or be something, e.g. *I don't like rain; it **makes me** depressed.*

² just made/cooked

³ the place where you go into a building

⁴ a line of people who are waiting for something

⁵ an *item* is a single thing

⁶ If you are likely to do something, you will probably do it.

⁷ cheaper prices than normal

B

Shopping centres and street markets

Some people like modern **shopping centres**¹ because everything is **under one roof**² and it is **convenient**³. There's a **wide range**⁴ of shops, and if there is anything wrong with something you buy, the shop will **replace**⁵ it, or give you a **refund**⁶.

Other people prefer going to **street markets** because they like the **atmosphere**⁷ you get from the different **stalls**. Food and clothes are also usually cheaper in street markets. Sometimes you can try to agree a lower price for something you buy in a street market; we call this **haggling**. Of course, if you don't like what you buy in a street market, you can't normally take it back and get a refund.



¹ large covered shopping areas

² in one place

³ practical and easy to use

⁴ different things of the same type

⁵ exchange it for another one

⁶ money that is paid back to you when you return something

⁷ the feeling in a place or situation

Exercises

23.1 True or false? If a sentence is false, change it to make it true.

- 1 If you have a lot of things to buy, you need a basket.
False. If you have a lot of things to buy, you need a trolley.
- 2 Supermarkets arrange things to make us spend more money.
- 3 The checkout is where you pay for things.
- 4 Expensive items are on the top shelves.
- 5 If something is fresh, it has just been made.
- 6 There are often lovely smells near the entrance.
- 7 Sweets are often near the checkout.
- 8 It's always a good idea to buy things on special offer.

23.2 Mark the main stress on these words. Use the index to help you.

'atmosphere convenient checkout entrance a refund replace item

23.3 Are these statements true of shopping centres, street markets, or both?

- 1 They are usually quite modern. *shopping centres*
- 2 Everything is under one roof.
- 3 You buy things from stalls.
- 4 You can haggle.
- 5 You can normally get refunds.
- 6 They can be very convenient.



23.4 Complete the sentences.

- 1 I took the shoes back to the shop, but they wouldn't give me a *refund*.
- 2 It me angry when shops refuse to give you a refund or things.
- 3 I often buy bananas but forget to eat them, and then I have to them away.
- 4 When I got to the checkout, there was a long of people waiting.
- 5 There's a special on melons – buy one, get one free!
- 6 The vegetables are near the, where we came in.
- 7 I like that supermarket because they have a wide of meat and cheese.
- 8 In my local street market, there's just a really nice : it's very busy, but everyone is friendly and there's lots of colour.
- 9 I am more to buy something if it's a special offer, because it seems cheaper.

23.5 Over to you

Answer the questions. If possible, ask someone else the same questions.

- 1 How often do you shop in supermarkets? What do you think of them?
- 2 How often do you go to shopping centres? Do you like them?
- 3 How often do you go to street markets? Do you like them?
- 4 Do you haggle for things when you're shopping?
- 5 Have you ever asked for a refund?