Lesson
16

WORDS TO LEARN

bargain
bear
behavior
checkout
comfort
expand
explore
item
mandatory
merchandise
strictly
trend

Shopping

Study the following definitions and examples.

1. **bargain** v., to negotiate; n., an advantageous purchase
   a. She bargained for over an hour, finally reducing the price by half.
   b. Lois compared the sweaters carefully to determine which was a better bargain.
2. **bear** v., to have tolerance for; to endure
   a. Moya doesn't like crowds so she cannot bear to shop during the holiday rush.
   b. If you can bear with me, I'd like to stop in one more store.
3. **behavior** n., the manner of one's actions
   a. Annu is conducting a survey on whether consumer behavior differs between men and women.
   b. Suspicious behavior in a department store will draw the attention of the security guards.
4. **checkout** n., the act, time, or place of checking out, as at a hotel, library, or supermarket
   a. The line at this checkout is too long, so let's look for another.
   b. Get in the checkout line now and I'll join you with the last items.
5. **comfort** v., to calm somebody; n., a condition or feeling of pleasurable ease, well-being, and contentment
   a. Comfort yourself with a down quilt this winter.
   b. I like to dress for comfort if I'm spending the day shopping.
6. **expand** v., to increase the size, volume, quantity, or scope of; to enlarge
   a. The new manager has significantly expanded the store's inventory.
   b. The shoe store is out of room and is thinking about expanding into the adjacent vacant building.
7. **explore** v., to investigate systematically
   a. The collector likes to explore antique shops looking for bargains.
   b. While his mother shopped for clothes, Michael wandered off to explore the toy section.
8. **item** n., a single article or unit
   a. The grocery store has a special checkout line for people who are purchasing fewer than ten items.
   b. Do you think I can get all these items into one bag?
9. **mandatory** adj., required or commanded; obligatory
   a. The jewelry store has a mandatory policy of showing customers only one item at a time.
   b. There is a mandatory limit of nine items for use of this checkout line.
10. **merchandise** n., items available in stores
    a. I am very impressed with the selection of merchandise at this store.
    b. Helen wanted to make sure that the store had a wide variety of merchandise before she committed to buying a gift certificate.
11. **strictly** adv., rigidly, without flexibility
    a. Our store strictly enforces its return policy.
    b. Their high turnover rate is no surprise, considering how strictly the manager deals with them.
12. **trend** n., the current style; vogue
    a. The clothing store tries to stay on top of all the new trends.
    b. Mioshi followed market trends closely before she bought a clothing franchise.

LIVEWORKSHEETS

WORDS IN CONTEXT

Read the following passage and write the words in the blanks below.

bargains	checkout	exploring	merchandise
bear	comforting	items	strictly
behavior	expand	mandatory	trend

Some people love to shop. Others can't (1) _____ shopping and only go when their clothes are completely worn-out. No one can get away from shopping—unless you can do without eating! Consumption and consumer (2) _____ affects everything we do.

Some purchases are absolutely (3) _____. Everyone needs to eat, wear clothing, and sit on furniture. Other purchases are (4) _____ for luxury (5) _____. The vast majority of what most of us buy is somewhere in between essential items and frivolous items.

Most people shop by visiting stores on the weekend. It's fun to (6) _____ the number of places you shop in by (7) _____ new stores—even if you don't make a purchase. It's also (8) _____ to return to stores you know well, where you know what the (9) _____ selection is likely to be.

Most shoppers are looking for (10) _____. Some people even check out all the aisles looking to see if the items they normally use have been marked down. Everyone loves finding that their favorite items are discounted to a lower price. A sale makes going to the (11) _____ counter a happier event.

A steadily growing (12) _____ is shopping from the comfort of home. Many people like to shop by catalogs and over the Internet. You can get almost everything, from books to apparel, by mail, without having to leave your home.

LIVEWORKSHEETS

WORD FAMILIES

noun	comfort	This car is designed with plush seats for your comfort and air bags for your safety.
adjective	comfortable	I prefer this sweater because it's more comfortable.
adverb	comfortably	I'd suggest buying the larger table, which comfortably seats six.

verb	expand	The music store expanded its selection by offering more classical music on compact discs.
noun	expansion	The expansion of our sales territory into a new region will mean more stock will have to be ordered.
adjective	expanded	The expanded inventory is great, but it's hard to find room to store it.

verb	explore	Ms. Marce explored the bins of hardware, looking for the right size nails.
noun	exploration	The store designer's exploration of the art of different cultures gave the store an exotic look.
adjective	exploratory	The oil company's exploratory drill led to a new supply of petroleum.

adjective	mandatory	Ankle-high boots are mandatory with that skirt.
noun	mandate	One of the company mandates is to treat the customer with the greatest respect.
verb	mandate	The handbook mandates that all keys be turned in to the night shift supervisor by 9:00.

noun	merchandise	The store's buyer is aggressive about finding unique, high-quality merchandise.
verb	merchandise	The home superstore merchandises hardware and other goods for do-it-yourself home improvements.
noun	merchant	The Downtown Merchants Association is offering free gift wrapping this year.

noun	strictness	Ms. Judd was appalled by the strictness of the store's policy not to renew her gift certificate after it had expired.
adjective	strict	Our store has a strict policy of no returns.
adverb	strictly	The no-food-or-drinks rule is strictly enforced in the bookstore.

LIVEWORKSHEETS

WORD PRACTICE

LISTENING COMPREHENSION

CD1
Track 16

Part 1 Photo

Look at the picture and listen to the sentences.
Choose the sentence that best describes the picture.



1. Ⓐ Ⓑ Ⓒ Ⓓ

Part 2 Question–Response

Listen to the question and the three responses. Choose the response that best answers the question.

2. Ⓐ Ⓑ Ⓒ

3. Ⓐ Ⓑ Ⓒ

Part 3 Conversation

Listen to the dialogue. Then read each question and choose the best response.

4. What class is the man taking?
   (A) Psychology.
   (B) Sociology.
   (C) Economics.
   (D) Marketing.

5. How much time did he spend watching consumers?
   (A) Two weeks.
   (B) Three weeks.
   (C) Four weeks.
   (D) Five weeks.

6. What did he learn about consumers' shopping habits?
   (A) They hunt for bargains.
   (B) They buy more during sales.
   (C) Color is a key motivator in clothing selections.
   (D) They feel comfortable with the brands they know.

Part 4 Talk

Listen to the talk. Then read each question and choose the best answer.

7. What items are reduced in price?
   (A) Scarves.
   (B) Boots.
   (C) Hats.
   (D) Coats.

8. What kind of merchandise does the store carry?
   (A) Winter sports equipment.
   (B) Gift items.
   (C) Clothing.
   (D) Work uniforms.

9. How many store visits are required to get a gift?
   (A) Three.
   (B) Four.
   (C) Nine.
   (D) Ten.

LIVEWORKSHEETS

READING

Part 5 Incomplete Sentences

Choose the word that best completes the sentence.

10. It's hard to tell if these shoes will be _____ because the leather is so stiff.
    (A) comfort (C) comfortable
    (B) comfortably (D) comforting

11. Due to the store's success, the owners began to plan an _____ into a larger location.
    (A) expansion (C) expanse
    (B) expand (D) expanded

12. I'd like to ____ this issue with you, but I don't have time today.
    (A) exploratory (C) explorer
    (B) exploration (D) explore

13. Our company policy used to _____ that male employees keep their hair short, but that policy was considered sexist.
    (A) mandate (C) mandated
    (B) mandates (D) mandatory

14. When you select _____ for the display windows, be sure to include seasonal gifts and clothing.
    (A) merchant (C) merchandise
    (B) merchants (D) merchandising

15. We _____ adhere to the store's policy of only specially ordering products that have been paid for in advance.
    (A) strictness (C) strictly
    (B) strict (D) strictest

Part 6 Text Completion

Attention Bargain Hunters!

Greene's Department Store is having its biggest sale ever. Every single item in the store is on sale at unbelievable prices. That's right—all merchandise, including clothes, shoes, toys, sports equipment, home furnishing, music, and music equipment, is 25 to 75 percent off the usual price.

* Have you always wanted __16__ the underwater world? We have diving equipment on sale at 50 percent off.
* Would you like to sleep in a more __17__ bed? The prices of beds, mattresses, and bedroom furniture have been reduced by 35 percent.
* Do you dream of __18__ your CD collection? Now you can, at a more than affordable price. All CDs, including classical, jazz, rock, and pop, are on sale at three for the price of one.

Visit Greene's for the bargains of a lifetime. Sale ends Sunday.

16. (A) explore
    (B) explores
    (C) to explore
    (D) exploring

17. (A) comfort
    (B) comforter
    (C) comfortable
    (D) comfortably

18. (A) will expand
    (B) can expand
    (C) expansion
    (D) expanding

LIVEWORKSHEETS

Part 7 Reading Comprehension

Questions 19–23 refer to the following article.

Designing retail space takes careful planning. Attention should be paid to what research tells us about consumer behavior. Stores must be designed with the comfort of shoppers in mind. The aisles should be wide enough to allow shoppers to move through them comfortably. Items should be placed where they can be easily seen by shoppers. Nothing should be put on high shelves where it cannot be reached. Pleasant lighting and music also contribute to the comfort and good feeling of shoppers. Shoppers who feel happy and relaxed will make more purchases.

When organizing the merchandise in a store, the trends of each season should be kept in mind. Picnic and beach equipment should be prominently displayed in the summer, for example, while warm clothing should be featured in the winter. Then, shoppers will return to the store because they will see it as a place that provides what they need.

There should be plenty of checkout aisles so that long lines are avoided. Many people cannot bear long waits, and long checkout lines scare shoppers away from stores. Many stores are now using self-service checkout aisles, although they have not yet been completely accepted by shoppers. They are often confusing to use, and many shoppers find them impersonal. The old-fashioned human cashier is still popular in most retail outlets. Therefore, it is still considered mandatory for stores to have at least some full-service checkout lines manned by cashiers.

When a store is properly designed, shoppers have a pleasant experience and will want to return. This helps the bottom line of the store owner which is, of course, increased sales.

19. According to the article, which shoppers buy more?
    (A) Those who have more money.
    (B) Those who can reach high shelves.
    (C) Those who feel comfortable in the store.
    (D) Those who shop in the summer.

20. What does the article say about self-service checkout aisles?
    (A) They are popular everywhere.
    (B) They aren't always easy to use.
    (C) They are personal.
    (D) They are mandatory.

21. According to the article, what is the most important thing for a store owner?
    (A) More sales.
    (B) Lighting and music.
    (C) Pleasant cashiers.
    (D) Wide aisles.

22. The word *behavior* in line 2 is closest in meaning to
    (A) questions
    (B) desires
    (C) interests
    (D) actions

23. The word *bear* in line 9 is closest in meaning to
    (A) tolerate
    (B) understand
    (C) refuse
    (D) decrease

LIVEWORKSHEETS