

Task 2. Common tricks used by shops

Read the blog. Circle three techniques that you find interesting.

Shops are planned very carefully. Every detail has a purpose, and it's all designed to make you buy more! Here are some common psychological tricks they use.

- 1. Senses** Shops appeal to all five senses, because senses tempt you to buy things. You can taste food for free and touch (or try on) clothes. Smell is very important. That's why fresh cakes and flowers are common in shops. (In one experiment, the smell of apple pie in an electronics shop sold more fridges!)
- 2. Background music** Shops want you to spend a long time, because if you stay longer, you'll probably buy more. Slow background music makes people relax and spend longer in the shop!
- 3. Prices** Products that cost £4.99 are only one pence less than £5, but customers think of the £4.
- 4. Fitting rooms** The fitting room is usually at the back of clothing shops, so that you pass more products on the way there. The shop hopes that you'll be tempted to try those on too!
- 5. Sales and discounts** People think they're saving money, but they're actually spending money!
- 6. Displays** Shops spend a lot of time and money on beautiful window displays and on putting attractive items at the front of the shop, so that you want to go inside. They often change them so that it looks 'new'.
- 7. Checkout counters** Small items like chocolate bars and accessories (earrings etc.) are next to the checkout counter. We feel tempted to buy these while we're waiting in line as a 'special treat'.
- 8. Signs** 'Sale' and 'discount' signs are red because people react faster to red than other colours.
- 9. Entrances** Many shops have large doors at the entrance, so that the shop seems bigger
- 10. Getting lost** Have you ever got lost in a big shop? Shops are designed that way! The bathroom, stairs, fitting room and checkout are in strange places, so that you see more products as you walk around.
- 11. Double deals** Shops can sell two things instead of one if they display items that belong together. For example, they put belts on trousers, shirts next to ties, or display pasta next to pasta sauces.
- 12. Location of items** Shops put the things that make the most profit (for them) at eye level where you can see them easily. The cheapest items are usually on the top shelves or at the back of the shop.