

Shopping and sales tricks

Worksheet

1. In pairs or groups, think of a store you know well or often visit. Answer the questions.
 - Where is the checkout counter?
 - Does the store play any background music? What kind of music?
 - Is there a window display? What's usually in it?
 - In which part of the store can you find the discounts and special deals?
2. Read the blog. Circle three techniques that you find interesting.

12 Common tricks used by stores

Stores 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** Stores 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 stores. (In one experiment, the smell of apple pie in an electronics store sold more fridges!)
2. **Background music** Stores want you to spend a long time, because if you stay longer, you'll probably buy more. Listening to slow background music makes people relax and spend longer in the store!
3. **Prices** Products that cost \$4.99 are only one cent less than \$5, but customers think of them as \$4.
4. **Fitting rooms** The fitting room is usually at the back of clothing stores, so that you pass more products on the way there. The store hopes that you'll be tempted to try those on too!
5. **Sales and discounts** People who like saving money love them, but they're actually *spending* money!
6. **Displays** Stores spend a lot of time and money on beautiful window displays and on putting attractive items at the front of the store, 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 red makes people react faster than other colours.
9. **Entrances** Many stores have large doors at the entrance, so that the store seems bigger than it is.
10. **Getting lost** Have you ever got lost in a big store? Stores 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** Stores 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** Stores 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 store.

3. Work with a partner. Discuss some techniques from the blog.

- **Layout and location of products** How do they affect you? Give examples of common tricks that stores use and describe what they make you do.
- **Tricks of the senses** Which techniques use a sense to tempt you? Give examples and say why stores use them.
- **Tricks of the mind** Which tricks affect the way you think or react? Do any cause associations in your mind? Give some examples and explain the purpose of them.

4. Work in pairs or groups and design your own store. Use some techniques you learned about.

- Decide what kind of store you want.
- Brainstorm products that you will sell.
- Plan the **layout** of the store. Use these ideas to help you:
entrance / doors / windows / checkout counter / special counters / fitting room / bathrooms
- Decide on some **techniques** you'll use to help you sell more. Use these ideas to help you:
background music / lighting / window displays / sales and discounts / prices / double deals / cheap and expensive items / mirrors
- Using technology or poster paper, draw a final design and prepare to explain it to the class.