

Supermarket Psychology - Entrances, layout and shelving

A. Answer the questions.

1. What can a term "supermarket psychology" mean?
2. Do you know any tricks supermarkets use to make you buy more?

B. Match the words from the video with their definitions.

1	Display (n)	A	of the best quality, main or most important
2	Trolley (n)	B	a type of product made by a particular company
3	Aisle (n)	C	to interest someone in something and keep them thinking about it
4	Prime (adj)	D	more important, bigger, or more serious than others of the same type
5	Brand (n)	E	a long, narrow space between the rows of shelves in a large shop
6	To engage (v)	F	an object that has a wide round opening at the top, sloping sides, and a narrow tube at the bottom, used for pouring liquids or powders into containers with narrow necks
7	Major (adj)	G	a collection of objects or pictures arranged for people to look at, or a performance or show for people to watch
8	Funnel (n)	H	[US cart] a small vehicle with two or four wheels that you push or pull to transport large or heavy objects on

B. Fill the gaps with the words from A.

1. When you've ground the coffee, use a _____ to pour it into the jar.
2. There's an Egyptian art collection on _____ (= being shown) at the museum at the moment.
3. The hotel is in a _____ location in the city centre.
4. Why will supermarket _____ never move in the direction that you push them in?
5. This isn't my usual _____ of deodorant.
6. You'll find the shampoo and the soap in the fourth _____ along from the entrance.
7. If a book doesn't _____ my interest in the first few pages, I don't usually carry on reading it.
8. Sugar is a _____ cause of tooth decay.

C. Watch the video and answer the questions:

- ISE** **con** **re** **ti** **o** **n** **e** **p** **t** **i** **o** **n**
1. What is the role of fresh fruit and vegetables?