

Tactics to get you spending 促销攻略

Vocabulary: shopping 词汇: 购物

Have you ever wondered why sweets are always by **the till** in supermarkets? Why you are made to walk down many **aisles** to reach the **everyday essentials** at the back of the shop?

Retailers are always coming up with new tactics to get us **impulse buying**.

The BBC's Denise Winterman reveals some of the ways in which they try **to trick us into** buying what we might not really need.



One of them is messing up the **merchandise**. Some **shop assistants** do it **on purpose** to give the impression that these are **must-haves**, which lots of people have been looking at.

Companies are also trying **to gather** and analyse data from an individual's **financial transactions**, social media posts and mobile phone signals. They're planning **to personalise** offers for individual **customers** by using **GPS location data** to target them when they are actually walking past one of their shops.

And **eye-tracking technology** is the latest weapon in the fight for **customers**. In some shops, digital screens behind **luxury brand display stands** are activated when a perfume bottle is picked up, flashing seductive images. Eye-tracking systems are fixed into screens **to gather** data so the images can be **personalised**. It's all done in seconds.

Paula Dowie from the **retail** design agency Ignite Design says: "Certain software programs can **gather** huge amounts of data on you almost instantly. Age, gender, what you're looking at... If you're a young women or a middle-aged man... Images are then flashed up that will appeal to you."

It's about entertainment and making a shop one that people want to enter. Brands like Apple and Top Shop are "genius" at doing this, says Joseph Staton, director of GfK Consumer Trends. During London Fashion Week, Top Shop screened its own fashion shows live in its **flagship store** in London's Oxford Street.

"It's about offering things like art and music as part of the shopping experience," says Staton.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. According to the article, where in the shop do you find items you need regularly?
2. Why do shop assistants mess up items in the shop?
3. According to the article, what kinds of data do companies analyse?
4. What expression means 'buying something you don't need'?
5. Which word means 'buyer'?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. When I go on holiday, it's never just bed and breakfast for me. I am prepared to pay a lot of money and I want the best quality. I opt for a _____ hotel.

personalised	eye-tracking	everyday	luxury
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2. We are late for dinner. Go and get the last thing on our shopping list. I'll be at the _____.

till	typing machine	vending machine	brand
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3. You know I don't like pets. You brought this big dog home on _____, just to annoy me!

motive	reason	purpose	cause
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4. Everybody needs to be reachable at any time nowadays. A mobile phone is a _____.

might-stay	must-have	need-be	will-keep
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5. You should open a bank account. Where do you intend to pay your bills and cash your cheques and make other financial _____?

transitions	transgressions	transactions	transmissions
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Answers and Glossary 答案与词汇

Quiz 小测验

1. According to the article, where in the shop do you find items you need regularly? **At the back of the shop.**
2. Why do shop assistants mess up items in the shop? **They want to give the impression that lots of people were interested in buying these items.**
3. According to the article, what kinds of data do companies analyse? **An individual's financial transactions, social media posts, mobile phone signals, customers' GPS location data and which luxury products customers look at using eyeball-tracking technology, as well as things like age and gender.**
4. What expression means 'buying something you don't need'? **Impulse buying.**
5. Which word means 'buyer'? **Customer.**

Exercise 练习

1. When I go on holiday, it's never just bed and breakfast for me. I am prepared to pay a lot of money and I want the best quality. I opt for a **luxury** hotel.
2. We are late for dinner. Go and get the last thing on our shopping list. I'll be at the **till**.
3. You know I don't like pets. You brought this big dog home on **purpose**, just to annoy me!
4. Everybody needs to be reachable at any time nowadays. A mobile phone is a **must-have**.
5. You should open a bank account. Where do you intend to pay your bills and cash your cheques and make other financial **transactions**?

Glossary 词汇表

till	收银台
an aisle	过道
everyday essentials (e.g. milk, bread)	日常必需品 (如: 牛奶、面包)
retailer	零售商
impulse buying	冲动购物
to trick (us) into (something)	用小花招把 (我们) 引导
merchandise	商品
a shop assistant	一位商店营业员
on purpose	故意的
a must-have	一个非买不可的东西
to gather	去收集
a financial transaction	一笔财务交易
to personalise	去个人化
a customer	一位顾客
GPS location data	卫星定位数据
eye-tracking technology	眼球跟踪技术
a luxury brand	一家奢侈品牌
a display stand	一个展示柜台
retail	零售
flagship store	旗舰店