

## ISE II

### Sample Independent listening task – The psychology of supermarket shopping

#### Examiner rubric

You're going to hear a talk about supermarket shopping. You will hear the talk twice. The first time, just listen. Then I'll ask you to tell me generally what the speaker is talking about. Are you ready?

*The task will play once.*

Can you tell me in one or two sentences what the speaker was talking about?

*Give the candidate some blank notepaper.*

Now listen to the task again. This time make some notes as you listen, if you want to. Then I'll ask you to tell me the different methods that supermarkets use to make us spend money and what we should do to avoid spending so much. Are you ready?

*The task will play once.*

Now tell me the different methods that supermarkets use to make us spend money and what we should do to avoid spending so much. I'll stop you after one minute.

#### Audio script

Welcome to the Shopping Programme...today we'll hear about the clever ways that supermarkets make us spend money. It's true that supermarkets offer value for money. However, what we don't realise is that the supermarket owners want you to spend as much money as possible – here are some ways that they try to get us to part with our cash.

First of all, supermarkets aim to appeal to your senses as soon as you enter the store. You'll usually find brightly coloured fruit and flowers just past the entrance. Their bright colours put you in a good mood and then you spend more money. Then the supermarkets appeal to your sense of smell. The smell of freshly baked bread and cakes in the bakery can make you feel hungry. And your sense of hearing is also important – have you noticed that some shops play music with a slow rhythm? By making you walk more slowly through the store, you'll spend more time looking at items, and be more likely to spend more money.

Even shelf order is important. The most expensive items are usually placed at eye level. Have you noticed that you find the cheaper items on lower shelves, because they are more difficult to reach? And what about the time spent queuing at the checkout? Some supermarkets also put chocolates and sweets here, because queuing to pay can take time. It's tempting to pick up something sweet for yourself, or a bored child while you're waiting.

So how can we avoid falling for these tricks? One of the best ways to stop yourself from buying too much is to make a list of what you need before your supermarket trip, and to make sure you stick to it. Another good tip is to ensure you do your shopping after you eat – if you feel full, you won't be tempted by free samples or special offers. And don't use a trolley – use a basket – it's smaller, and you're less likely to pick up things you don't need. Finally, one of the best ways to avoid these tricks is to simply do your shopping online! Then you won't face all the different temptations, and can keep your shopping under control. Try it out, and let us know what you think by going on our website...

#### Answers

Main point/gist: The speaker is talking about the different methods that supermarkets use to make us spend money, and what we should do to avoid spending so much (any broadly similar formulation is acceptable).

#### Different methods used by supermarkets

- ▶ Fruit/flowers near the entrance as bright colours put us in a good mood
- ▶ Smell of bread/cakes makes us hungry
- ▶ Slow music makes you walk slowly
- ▶ Shelf level/order is important, with expensive items at eye level, cheaper items on lower shelves
- ▶ Sweets/chocolates at checkout

#### How to avoid spending money

- ▶ Make a list and stick to it
- ▶ Shop after eating/when you feel full
- ▶ Don't use a trolley – use a basket as it's smaller
- ▶ Shop online (to avoid temptation)