

Read the passage and answer the True False Not Given questions below:

RETAIL THERAPY

1. The marketing industry has spent billions of dollars scientifically perfecting ways to appeal to shoppers' primitive brain responses of instinct and emotion so that they buy products which their reasoning higher brain knows that they don't need or particularly want. The good news is that much of this research can be turned on its head, enabling us to control our instincts and spend less.
2. To take a simple example: pausing briefly between choosing something and taking it to the checkout can dramatically increase the chance of resisting the urge to buy, according to a study in the *Journal of Consumer Research*, Wendy Liu, of the University of California, Los Angeles, ran four tests where she interrupted people's purchasing. She found that a break in the buying process changed their priorities. Before the interruption, shoppers focused on whether the object they desired was a bargain, whereas after the interruption, they returned with a far more objective, higher-brained view, which questioned whether they really wanted the item at all.
3. The need to cool off our consumer brains is reinforced by Gregory Berns, a neuroscientist at Emory University, Atlanta, Georgia. His brain scan studies show how the feelgood chemical dopamine is released in waves as shoppers see a product and consider buying it. However, it is only the anticipation, rather than the buying, that releases the chemical. Once an item has been purchased, the chemical high dissipates rapidly, often leaving a sense of regret. In fact, with practice it is possible to stimulate the dopamine release merely by window-shopping, without making any purchase.
4. Another area of enquiry has been methods of payment. Four studies on 330 people in the *Journal of Experimental Psychology: Applied* confirm the suspicion that it's much easier to spend money in the form of a credit card. The New York University-led report concludes that we regard anything but hard cash as 'play money' and that real currency is the only thing that gives you the 'pain of paying'. Credit cards might not only anaesthetise retail pain, they may also create a physical craving to get the dopamine high from spending, according to Professor Drazen Prelec, a psychologist at the Massachusetts Institute of Technology. He cautions that when you see and touch the plastic it is just like smelling biscuits baking when you are hungry. You feel compelled to spend in order to satisfy the craving.

5. Researchers have also looked at the phenomenon of designer brands. These have proved highly effective at persuading people to spend more money on 'special' goods which are actually only of average quality. Such brands are painstakingly developed to encourage people to identify with them, to believe, in effect, that their favourite labels have exactly the same human values as they do. A study in the *Journal of Advertising Research*, which investigated this area, reveals how our primitive brains are built to relate to other people and animals – and this way of relating attaches to inanimate objects too.

Questions 1 - 6

Do the following statements agree with information given in the passage?

Write:

<i>True</i>	<i>if the statement agrees with the information</i>
<i>False</i>	<i>if the statement contradicts with the information</i>
<i>Not given</i>	<i>if there is no information on this</i>

1. Shoppers' first concern when buying something is whether it is good value or not.
2. Wendy Liu holds the position of Assistant Professor of Marketing.
3. After buying a product, the level of dopamine in the body increases rapidly.
4. The 'pain of paying' is likely to be experienced when using a credit card.
5. People with more than one credit card are more likely to get into debt.
6. People are more likely to buy designer brands because they are of a higher standard than regular goods.