

Christmas Buyer Brain

Skills:

Consistently maintains a high degree of grammatical accuracy; errors are rare and difficult to spot.

Adults

Individual

Grammar



1 Look at this picture. Do you feel like you want to buy something from this guy? Why / why not? Which factors usually make you want to buy from a particular vendor / shop?

2 Read a short extract from an online article about Christmas shopping and answer the questions below.

'Tis the season to be shopping!

The run-up ____ (1) festive shopping starts as early as October. Besides the subtle store decorations, music, online advertisements and traditional media such as radio and television, consumers are enticed ____ (2) factors such as Black Friday, which kick-starts the Christmas shopping frenzy. In fact, research has revealed that most consumers tick ____ (3) most of the items ____ (4) their Christmas shopping lists by November (Resnick, 2019).

Around this time of the year, marketers work hard to appeal ____ (5) the “buyer brain”, which is a term that refers ____ (6) “the unique, mostly subconscious cues that affect your decision-making process while shopping,” says Troy Osinoff, founder of Juice, a New York-based digital marketing agency credited ____ (7) Facebook as being a top 1 per cent agency and the fastest growing in New York. Shopping increases the dopamine levels in our brains; when we shop, we get a rush of happiness and are therefore inclined ____ (8) keep shopping. The buyer brain is most active in the months leading ____ (9) to and even during the festive season because people want to buy gifts for their loved ones and make sure that they have all the things they need to make the holidays as memorable as possible.

Nostalgia is a powerful marketing force; brands are fully aware ____ (10) people’s sentiments regarding the festive season and Christmas, they set ____ (11) campaigns to convince consumers that their products are what they need to have a fulfilling festive season. ____ (12) order for you to gain the consumer’s attention during the festive season, you have to appeal ____ (13) the memories and emotions that are associated ____ (14) the time of year.

1. What factors entice consumers to start their Christmas shopping early?
2. How does shopping affect our brains, according to Troy Osinoff?
3. Why is nostalgia a powerful marketing force during the festive season?

3 Discuss:

- In your opinion, do you think marketers intentionally target our “buyer brain” or is it a natural response to their tactics?
- What are some ethical concerns surrounding the use of the “buyer brain” in marketing?

4 Fill in the gaps in the text with suitable prepositions.

5 Link these words into sentences. In each sentence, use at least one “participle + preposition” pair, such as “surrounded + by”.

1

park

surrounded

blanket

2

room

filled

sweet scent

3

house

decorated

elegant

4

market

infused

hustle and bustle

5

tree

covered

sparkling

6

streets

inspired

winter wonderland

Correct answers

2

Created in “Open Questions”.

1. Factors such as Black Friday and the desire to have all the things they need for a memorable holiday season entice consumers to start their Christmas shopping early.
2. Shopping increases dopamine levels in our brains, leading to a rush of happiness that makes us inclined to keep shopping.
3. Nostalgia is a powerful marketing force during the festive season because brands can appeal to people's sentiments and emotions associated with the time of year.

3

Created in “Discussion Questions”.



Article source:

4

Created in “Fill in the Gap”.

- | | |
|--------|----------|
| 1. to | 8. to |
| 2. by | 9. up |
| 3. off | 10. of |
| 4. on | 11. up |
| 5. to | 12. in |
| 6. to | 13. to |
| 7. by | 14. with |

5

Created in “Link the words”.

1. The park is surrounded by a blanket of freshly fallen snow.
2. The room is filled with the sweet scent of cinnamon and pine.
3. The house is decorated with elegant wreaths and garlands.
4. The market is infused with the hustle and bustle of holiday shoppers.
5. The tree is covered in sparkling lights and delicate ornaments.
6. The streets are inspired by a winter wonderland with twinkling decorations