**Conversation: Shopping, Brands, Products**

1. What are your favorite stores: grocery store, clothing store, department store? Why do you like these stores better than others of their kind?
2. What are some American brands or products that are popular or well-known in your country?
3. What are some brands or products that are popular or well-known in the USA and/or other places around the world?
4. What is your country’s main export?
5. Are you loyal to certain brands? If so, which, which products, and why? If not, why not?
6. What is your shopping philosophy: A) always buy a well-known brand even though it may cost more because its products are reputable or B) buying the least expensive or generic brand to save money?
7. Are you a bargain shopper or impulse buyer? Do you compare prices or buy an item at the first store you go to?
8. Do you ever shop online? If so, what sites do you use and what are products you buy online? What are some benefits of shopping online? What are some disadvantages of shopping online? What is something you would never buy online and why?
9. Have you ever bought something because of the advertisement for the product? If so, explain.
10. Would you buy a product or pay for a service if your favorite celebrity endorsed it in a commercial? Why or why not? Besides celebrity endorsements, what are some other ways companies convince consumers to buy their brand in advertisements?